

# A COMPENDIUM OF CORPORATE SOCIAL RESPONSIBILITY ACTIVITIES WORLDWIDE\*

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\*WITH SPECIAL  
EMPHASIS ON THE  
ASIA AND NEAR  
EAST REGION

JULY 2002



21<sup>ST</sup> CENTURY CORPORATE SOCIAL RESPONSIBILITY:  
ADVANCING FAMILY PLANNING AND REPRODUCTIVE HEALTH



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CATALYST Consortium is a USAID-funded family planning and reproductive health activity focused on working in Asia and the Near East, Europe and Eurasia, and Latin America and the Caribbean. Composed of five equal partners — Academy for Education and Development, The Centre for Development and Population Activities, Meridian Group International, Inc., Pathfinder International and PROFAMILIA/Colombia, CATALYST is dedicated to working in partnership with the public, private and NGO sectors in developing, expanding and sustaining quality family planning and reproductive health services and healthy practices through both clinical and non-clinical programs.

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# Introduction

This Compendium is a compilation of corporate social responsibility (CSR) activities implemented by the business community and business organizations around the world. It is the product of an intensive desk research by CATALYST that involved: a broad website search of CSR organizations, multinationals, and national companies; a review of company publications and reports; and communication and interviews with company executives. The major part of this Compendium is devoted to CSR activities that directly address health (Part I). A number of CSR activities that directly address other development areas (Part II) are included to illustrate the breadth and diversity of CSR initiatives, as well as the prospects of integrating health into these activities. These other activities include CSR advocacy, youth development, and community development activities.

Some of the activities have multiple objectives. Whenever a health component is involved, that component is particularly highlighted to maintain the focus of the Compendium. Environmental CSR initiatives, albeit very important and extensive around the world, are not within the scope of this Compendium and thus have not been included.

Each activity summary includes the website address of the company or organization, for readers who wish to have more information on the CSR activity.



# I.

## CSR Health-Related Initiatives

The following summaries describe CSR activities that are directly related to health or have significant health components. Most large companies, whether multinational or national, have programs in their host communities. The Compendium presents various health and development initiatives that are being implemented globally, specifically in the Asia and the Near East (ANE) region. A significant number of these initiatives are relatively new. The summary of the activities in the Compendium does not include an appraisal by CATALYST of the quality or long-term impact of each initiative.

Each summary presents basic information on the focus of the activity and on the host company or organization. The summaries are grouped into five subsections:

- A. CSR Associations/Federations, and Global Alliance Programs,
- B. Global/Multinational/Corporate Initiatives,
- C. Pharmaceutical Strategic Corporate Donations and Partnerships,
- D. National Company Initiatives, and
- E. Work-Based/Community Outreach Initiatives.

### A. CSR ASSOCIATIONS, FEDERATIONS, AND GLOBAL ALLIANCE PROGRAMS

#### 1. ASIAN BUSINESS COALITION ON AIDS: CORPORATE PREVENTION PROGRAMS

##### Activity Information

*Partners:* Confederation of Indian Industry, Thai Business Coalition on AIDS, Philippines Business for Social Progress, the Foreign Investor's Chamber of Commerce and Industry (FICCI) and the Rotary Club of Dhaka, Yayasan Kusuma Buana (YKB), Vietnam Mobilization Business on AIDS (VMBA), CARE Cambodia, the Malaysian AIDS Council (MAC)

*Health Area:* HIV/AIDS

*Activity Reach:* Bangladesh, Cambodia, India, Indonesia, Lao PDR, Malaysia, Myanmar, Philippines, Thailand, Vietnam

##### Organization Information

**Industry:** Association

**National or Multinational:** Multinational

**Headquarters:** Bangkok, Thailand

<http://www.abcon aids.org/>

The Asian Business Coalition on AIDS is a public/private partnership in 10 countries dedicated to preventing the spread of HIV/AIDS through programs with corporations and ensuring that infected individuals are treated in a nondiscriminatory manner. Through its partner organizations, the coalition holds executive briefings on AIDS, human resource management workshops, counseling training, and peer education programs.

## 2. CONFEDERATION OF INDIAN INDUSTRY (CII): GUIDELINES ON HIV/AIDS FOR INDIAN INDUSTRIES

### Activity Information

*Health Area:* Reproductive Health, HIV/AIDS

*Activity Reach:* India

[http://www.ciionline.org/busserv/hiv\\_aids/index.html](http://www.ciionline.org/busserv/hiv_aids/index.html)

CII, representing 3,000 Indian companies and accounting for over \$35 billion of sales, is involved in health, family welfare, and HIV/AIDS prevention advocacy work. The CII has developed a state-of-the-art guideline that employers can use in developing strategies for HIV/AIDS in-the-workplace programs. The guideline is available from their Website.

### **Organization Information**

**Industry:** Association

**National or Multinational:** National

**Headquarters:** New Delhi, India

<http://www.ciionline.org/>

## 3. CONFEDERATION OF INDIAN INDUSTRY (CII): INDIA PARTNERSHIP FORUM

### Activity Information

*Partner:* United Nations Development Programme (UNDP)

*Health Area:* General-Primary Health Care, Family Planning

*Activity Reach:* India

*Established:* February 2001

The India Partnership Forum, a joint initiative between CII and UNDP, was launched on February 7, 2001 to facilitate country-level dialogue on private sector partnership, including policy and action on the role and responsibility of industry in social and human development. The Forum will focus on joint activities in these areas: primary education, basic healthcare, HIV/AIDS, information technology for development, youth entrepreneurship, women's empowerment with special focus on information technology, business volunteering, and sustainable development of cities. The Forum will identify, design and develop specific on-the-ground interventions in these areas. The Forum also aims to create awareness and share information on corporate social responsibility by conducting and documenting studies on CSR. Efforts will also be made to form an advisory body to provide technical expertise and guidance to the private

### **Organization Information**

**Industry:** Association

**National or Multinational:** National

**Headquarters:** New Delhi, India

<http://www.ciionline.org/>

sector on social investments. CII has established a Social Development and Community Affairs Council, with activities in various sectors. Under Population and Health, the Council has launched the Parwanoo project in North India, an Industry-Industry Partnership in Family Welfare, which primarily aims to implement a model partnership for reproductive health care and family welfare that can be replicated or adopted in the country. The Council has also published a family health care manual and produced a video on reproductive and child health, advocating for modern, non-permanent family planning methods.

#### **4. FEDERATION OF INDIAN CHAMBER OF COMMERCE & INDUSTRY – SOCIAL ECONOMIC DEVELOPMENT FOUNDATION (FICCI-SEDF): REPRODUCTIVE HEALTH FOR FACTORY WORKERS IN BAREILLY, GHAZIABAD, AND MORADABAD DISTRICTS**

##### **Activity Information**

*Partners:* ILO, UNFPA, USAID, SIFPSA, Population Foundation of India

*Health Area:* Reproductive Health/Family Planning

*Activity Reach:* India

*Launched:* 1996

<http://www.ficci-sedf.org/family.htm>

##### **Organization Information**

**Industry:** Association

**National or Multinational:** National

**Headquarters:** New Delhi, India

<http://www.ficci-sedf.org>

In partnership with FICCI member companies, FICCI-SEDF has been implementing the following four strong reproductive health/family planning projects for factory workers and community members since 1999: (1) Intensive Reproductive Health & Family Welfare Project, Ghaziabad; (2) FICCI–State Innovations in Family Planning Services Project Agency (SIFPSA) Integrated Family Welfare Project in Uttar Pradesh; (3) Reproductive Health Program for Factory Workers & Community–Bareilly district; and (4) Reproductive Health Program for Industrial Workers & Community–Moradabad district. Company contributions to the project included space and co-funding for activities and commodities.

## 5. BILL AND MELINDA GATES FOUNDATION: GLOBAL HEALTH

### Activity Information

*Health Area:* Reproductive and Child Health, HIV/AIDS, Tuberculosis, Polio, and Health Equity

*Activity Reach:* Global

*Launched:* January 2001

The Gates Foundation is one of the leading philanthropic organizations in the world with a significant focus on global health. Since its creation, it has given \$2.2 billion in total grants to support its two primary global health efforts: (1) preventing infectious disease, particularly HIV/AIDS, tuberculosis, malaria, and polio, and (2) improving reproductive and child health. The Foundation's goal is to reduce disparities in the quality and availability of health care around the world. It also seeks to support collaborative partnerships, such as GAIN and GAVI (see #6 and #7 below) that build and expand services to improve the effectiveness of health programs.

### **Organization Information**

**Industry:** Foundation

**National or Multinational:** Multinational

**Assets (in \$ Billions):** 24.2

**Headquarters:** Seattle, Washington

<http://www.gatesfoundation.org>

## 6. GLOBAL ALLIANCE FOR IMPROVED NUTRITION (GAIN): CHILD NUTRITION

### Activity Information

*Partners:* USAID, UN agencies, including World Health Organization, World Bank, Bill and Melinda Gates Foundation, CIDA, NGOs, Procter & Gamble, Heinz, Unilever, Roche

*Health Area:* Nutrition

*Activity Reach:* Global

*Launched:* 2001

<http://wbln0018.worldbank.org/HDNet/>

GAIN is a private/public partnership whose goal is to foster and support food fortification and other sustainable nutrition strategies that will save lives and improve health. GAIN mobilizes global resources to support national and regional sustainable action to provide appropriate and effective interventions for the elimination of vitamin and mineral deficiencies. By improving micronutrient intakes, GAIN aims to reduce child and maternal mortality, reduce health care costs and improve productivity, in concert with other donor nutrition programs. GAIN builds on empirical studies documenting significant reductions in child mortality due to improved micronutrient intake.

### **Organization Information**

**Industry:** Partnership

**National or Multinational:** Multinational

**Headquarters:** Washington, DC  
(The World Bank)

<http://www.worldbank.org>

## 7. GLOBAL ALLIANCE FOR VACCINES AND IMMUNIZATION (GAVI): CHILD IMMUNIZATION

### Activity Information

*Partners:* USAID, World Health Organization, UNICEF, World Bank, Bill and Melinda Gates Foundation, Rockefeller Foundation, International Federation of Pharmaceutical Manufacturers, Developing Country Governments, NGOs

*Health Area:* Children's health

*Activity Reach:* Global

*Launched:* 1999

GAVI is a partnership dedicated to ensuring that all children have equal access to vaccines for easily preventable diseases. It advocates for the development of new vaccines against major killers that primarily affect the world's poorest people. GAVI is founded on the principle that immunization is a human right and a key step towards overcoming poverty. It has created a Vaccine Fund, a five-year grant of \$750 million, to make available underutilized vaccines, spur research for new vaccines, and strengthen immunization infrastructures in countries. USAID has committed \$53 million to the Fund.

### Organization Information

*Industry:* Partnership

*National or Multinational:* Multinational

*Headquarters:* Geneva, Switzerland

<http://www.vaccinealliance.org/>

## 8. GLOBAL BUSINESS COUNCIL ON HIV/AIDS: BUSINESS ACTION ON HIV/AIDS

### Activity Information

*Partners:* Body Shop, Calvin Klein, Cargill, La Caixa, Confederation of Indian Industry, Daimler Benz, Edelman, Fiesp, Glaxo Wellcome, Globo TV, Godrej & Boyce, Industrias Villares S.A., Levi Strauss, London International Group, MTV, Pearson, Tata Iron & Steel, Shell International, Telepar, Unilever, United Distillers, World Economic Forum, International Business Leaders' Forum, UNAIDS, The Business Exchange on AIDS and Development (BEAD), Business Responds to AIDS (BRTA), The International HIV/AIDS Alliance, Funders Concerned About AIDS (FCAA), The National AIDS Trust (NAT), The World Bank

*Health Area:* HIV/AIDS

*Activity Reach:* Global

*Launched:* 1997

The Global Business Council on HIV/AIDS was created to advocate for greater business action against HIV/AIDS global epidemic. The council seeks to transform the business response to HIV/AIDS, making HIV/AIDS a core business issue – particularly for

### Organization Information

*Industry:* Association

*National or Multinational:* Multinational

*Headquarters:* New York, New York

<http://www.buisnessfightsaids.org>

those companies with interests in Africa, Asia, and Latin America, where the epidemic is most severe. The Council focuses on a range of activities, including research on best practices in using business expertise to fight AIDS, the creation of business-friendly products such as streamlined HIV/AIDS workplace guidelines that are more accessible to managers, and promoting partnerships and dialogue among policymakers, business, and civil society leaders.

## 9. (PRINCE OF WALES) INTERNATIONAL BUSINESS LEADERS FORUM (IBLF): BUSINESS IN HEALTH DEVELOPMENT

### Activity Information

*Partners:* Civil society, business companies

*Health Area:* General

*Activity Reach:* Global

*Launched:* 2000

The International Business Leaders Forum (IBLF) is a leading international CSR organization founded in 1990 by the Prince of Wales. It promotes responsible business practices that benefit business and society, and has a range of programs to help achieve social, economic, and environmentally sustainable development, particularly in new and emerging market economies.

The goals of its new Health in Business program are to: (a) define the boundaries of business engagement in health development; (b) develop practical guidance and frameworks for business; (c) develop a partnership approach to take action to scale; and (d) showcase good practices.

IBLF holds workshops, develops practical tools, and disseminates information on health and business.

### Organization Information

**Industry:** Association

**National or Multinational:** Multinational

**Headquarters:** London, United Kingdom

<http://www.iblf.org>



## 10. (PRINCE OF WALES) INTERNATIONAL BUSINESS LEADERS FORUM (IBLF): INSIGHT

### Activity Information

*Health Area:* General-Corporate Social Responsibility Leadership

*Activity Reach:* Global (Bangladesh, Brazil, Egypt, Hungary, India, Indonesia, Mexico, Peru, Philippines, Russia, Slovakia, South Africa, United Kingdom, Zimbabwe)

*Launched:* 1992

<http://www.pwblf.org/csr/CSRWebAssist.nsf/content/f1c2a3a4.html>

Insight is an IBLF program (known as “CSR tourism”) in which stakeholders are brought together to tour activities and witness firsthand examples of corporate social responsibility. The program’s goal is to encourage the long-term investment in communities by stakeholders through site visits. To date, 15 countries have participated in the Insight program.

## 11. PHILIPPINE BUSINESS FOR SOCIAL PROGRESS (PBSP): CORPORATE CITIZENSHIP RESOURCE CENTER (CCRC)

### Activity Information

*Partners:* 160 corporate members and 2500 partner companies, multilateral organizations, NGOs and associations, including Asia Development Bank, Coca-Cola Bottlers Philippines, Inc., Exxon Chemical Philippines, Filipinas Magazine, Hong Kong Shanghai Banking Corporation, Levis, Mitsui-OSK Lines, National Panasonic, Nissan Gallery-Ortigas, Science Park of the Philippines, Siemens, SmithKline, Standard Chartered Bank, ZEXEL

*Health Area:* HIV/AIDS

*Activity Reach:* Philippines

*Launched:* 1970

PBSP is a private and nonprofit foundation dedicated to promoting business sector commitment to social development. It was created by 50 prominent Philippine business leaders, and has since grown to become the nation’s largest and most influential business-led social development organization. PBSP has provided over Pesos 1.6 billion in financial assistance for 4,400 projects, benefitting close to 2.2 million poor households. Through its Center for Corporate Citizenship, it has launched various programs to advance CSR. It started its HIV/AIDS in the Workplace pilot project in 1997 as a cost-effective way to get companies to adopt HIV prevention programs to preempt an AIDS epidemic explosion in the Philippines. PBSP founded CCRC as a comprehensive, accessible, and user-friendly

### Organization Information

**Industry:** Foundation

**National or Multinational:** National

**Headquarters:** Manila, Philippines

<http://www.pbsp.org.ph/>

source of information on corporate social responsibility in the Philippines and around the world. CCRC offers research and information on the following key CSR areas: (a) corporate giving as a social investment; (b) community as a stakeholder; (c) workplace as a community; and (d) environmental stewardship.

## 12. UNAIDS – JOINT UNITED NATIONS PROGRAM ON HIV/AIDS

### Activity Information

*Partners:* WHO, UNESCO, ILO, World Bank, UNFPA, UNICEF, UNDP, UNDCP

*Health Area:* HIV/AIDS

*Activity Reach:* Global

*Launched:* 1996

### Organization Information

**Industry:** UN Partnership

**National or Multinational:** Multinational

**Headquarters:** Geneva, Switzerland  
(WHO secretariat)

<http://www.unaids.org/>

In the 1990s, it became clear to development organizations that the HIV/AIDS epidemic was too large and complex for any one agency to address by itself. The United Nations, led by the World Health Organization, created UNAIDS in 1996. UNAIDS's goal is to catalyze, strengthen, and orchestrate the unique expertise, resources, and networks of influence of each of the partner organizations in fighting HIV/AIDS. Working together through UNAIDS, the partners aim to expand their outreach efforts through strategic alliances with other UN agencies, national governments, corporations, media, religious organizations, community-based groups, regional and country networks of people living with HIV/AIDS, and other NGOs. UNAIDS is spearheading a range of initiatives, including: World AIDS Campaign; World AIDS Day; the Global Fund to fight AIDS, Tuberculosis and Malaria; and the Africa Partnership.

### 13. UNITED NATIONS GLOBAL COMPACT: VOLUNTARY PRINCIPLES FOR BUSINESS

#### Activity Information

*Participants:* 200 companies, UN agencies, international labor organizations, business associations, CSR associations, human rights groups, and environmental groups

*Health Area:* General

*Activity Reach:* Global

*Launched:* 2000

#### Organization Information

**Industry:** United Nations

**National or Multinational:** Multinational

**Headquarters:** New York, New York

<http://www.unglobalcompact.org>

United Nations Secretary-General Kofi Annan introduced the idea of a “Global Compact” at Davos in 1999 as a voluntary program with corporations to address the problems of globalization. He launched the Global Compact in 2000 “to give a human face to the global market” through nine underlying principles for responsible corporate behavior in human rights, environment, and labor. To date, more than 200 multinational corporations have pledged support for the Global Compact. The ultimate purpose of the compact is “to ensure that all the world’s people get an opportunity to share the benefits of the globalization process.”

### 14. WORLD ALLIANCE FOR COMMUNITY HEALTH (WACH): PRIMARY HEALTH CARE AND DISEASE PREVENTION

#### Activity Information

*Partners:* WHO, Placer Dome, Pasminco, BHP, Rio Tinto, WMC

*Health Area:* General-Primary Health Care

*Activity Reach:* Asia Pacific/Global

*Launched:* 1999

#### Organization Information

**Industry:** Association

**National or Multinational:** Multinational

**Headquarters:** James Cook University, Australia

<http://www.wacommunityhealth.org/>

In a formal agreement with WHO, the World Alliance for Community Health was established in 1999 by private sector mining companies that realized that their health programs would be more effective and could benefit more people if they worked in concert with other organizations. WACH works with private sector, government, and NGO partners to plan and implement long-term community health projects in developing and underserved areas. It helps member companies identify priority needs, design cost-effective projects, develop project standards, and access international expertise. The WHO reviews proposed health projects and gives final approval before they are implemented. As of 2001, there were two Placer Dome projects in Papua New Guinea, the Samari Murua lymphatic filariasis project, and the Nomad community-based health care project (see Placer Dome page 16).

## 15. THE WORLD BANK: BUSINESS PARTNERS FOR DEVELOPMENT (BPD) GLOBAL

### Activity Information

*Partners:* World Bank, Civicus, Prince of Wales International Business Leaders Forum, and 120 companies, NGOs, and government agencies

*Health Area:* General

*Activity Reach:* Global

*Launched:* 1998

### Organization Information

**Industry:** International Development

**National or Multinational:** Multinational

**Headquarters:** Washington, DC

<http://www.bpdweb.org/>

BPD is a project-based initiative that studies, supports, and promotes strategic examples of partnerships involving business, civil society, and government working together for the development of communities around the world. BPD revolves around three core ideas:

- (a) business partnerships for development provide win-win benefits to all three parties;
- (b) partnerships can be much more widely used throughout the world; and (c) partnerships can be scaled up to national and regional levels.

Since its establishment, 120 business companies, civil society organizations and government agencies have worked on 30 pilot “focus” projects in 20 countries in these four areas: water and sanitation, natural resources, global road safety, and global partnerships for youth development. BPD’s goal is to produce strong evidence for the positive impacts – financial, social, and developmental – of trisector partnerships and disseminate information on the benefits of partnerships.

## B. GLOBAL/MULTINATIONAL/CORPORATE INITIATIVES

### 1. AVON: BREAST CANCER CRUSADE

#### Activity Information

*Partners:* Avon sales representatives, local NGOs, and Health Providers

*Health Area:* Breast Cancer and Reproductive Health

*Activity Reach:* Global

*Launched:* 1993

<http://www.avoncompany.com/women/worldwidefund/>

Avon established Breast Cancer Crusade in 1993 as part of its cause-related marketing to reposition Avon as “the company for women.” As the world’s largest employer of women, with a sales force of three million independent representatives, Avon raises money for breast cancer research and services through a range of global fund-raising activities such as walkathons and races. It also sells a line of pink ribbon products such as the Avon Breast Cancer Crusade Pink Ribbons, proceeds from which are contributed to nonprofit and university-based programs. The funds raised in countries overseas provide health services and technology for breast cancer. Sales reps are also trained to educate clients and the public about breast cancer.

#### **Company Information**

**Industry:** Cosmetics

**National or Multinational:** Multinational

**Revenue (in \$ Millions):** 5,700

**Number of Employees:** 3,000,000

**Headquarters:** New York, New York

**Year Company Founded:** 1886

<http://avon.com/>

### 2. BRITISH AIRWAYS (BA): CHANGE FOR GOOD

#### Activity Information

*Partner:* UNICEF

*Health Area:* General-Primary Health Care

*Activity Reach:* Brazil, Nigeria, India, United Kingdom, Bangladesh, Zimbabwe, Ghana, South Africa, Jordan

<http://www.britishairways.com/responsibility/>

British Airway’s “Change for Good” campaign with UNICEF encourages their airline passengers to donate spare foreign currency. Between 1994 and 2000 this program raised \$6 million towards grants in 40 countries. For the most part, the funds benefit children’s projects such as the Street Kids in Brazil and Tackling the Slums in Nigeria). Another BA initiative is the Fulcrum Challenge, whereby British teenagers get the

#### **Company Information**

**Industry:** Airline

**National or Multinational:** Multinational

**Revenue (in \$ Millions):** 13,100

**Number of Employees:** 65,157

**Headquarters:** Harmondsworth, United Kingdom

**Year Company Founded:** 1919

<http://www.britishairways.com/>

opportunity to travel to Bangalore, India, and participate in community development projects, raise money, attend leadership courses, and spend a day with local business managers. The Change for Good program also supports an orphanage in Dhaka, Bangladesh.

### 3. BRITISH PETROLEUM (BP): CHILD HEALTH PROJECT

#### Activity Information

*Partner:* Save the Children

*Health Area:* Reproductive Health-Maternal Child Health

*Activity Reach:* Vietnam

*Launched:* 1991

[http://www.bp.com/corp\\_reporting/social\\_perf/relationships/global\\_soc\\_inv/asia\\_pacific.asp](http://www.bp.com/corp_reporting/social_perf/relationships/global_soc_inv/asia_pacific.asp)

In southern Vietnam, where BP has offshore interests, BP supports community development projects. One of their premier projects is the Save the Children (US) Community Healthcare project which has reached two million people since the project began in Thanh Hoa in 1991. BP has invested \$1.35 million in this project, which covers 400 communities in 20 provinces. The effort includes rehabilitating malnourished children under the age of three, implementing community empowerment and nutrition programs, providing health awareness education for children, and developing maternal health and nutrition programs. The programs have had a measurable improvement on child nutrition. Due to its success, the program has been replicated in other countries including Bangladesh, Bhutan, Nepal, Cambodia, Haiti, Egypt, Mozambique, and Mali.

In Thanh Hoa, the next stage for the project is a women's microlending activity for sustainable small business enterprises in partnership with Save the Children. In another area, close to BP's operational base in Ba Ria Vung Tau, BP also helped to establish the first center for 140 deaf and dumb children in 1999, and is planning to open a center for blind children.

#### Company Information

**Industry:** Petrochemical

**National or Multinational:** Multinational

**Revenue (in \$ Millions):** 148,062

**Number of Employees:** 107,200

**Headquarters:** London, United Kingdom

**Year Company Founded:** 1900

<http://www.bp.com/index.asp>

## 4. COCA-COLA: PARTNERSHIP WITH UNAIDS (HIV/AIDS)

### Activity Information

*Partner:* UNAIDS

*Health Area:* Reproductive Health-HIV/AIDS

*Activity Reach:* Regional

*Launched:* 2001

[http://www.coca-cola.com/business/presscenter/  
release\\_32.html](http://www.coca-cola.com/business/presscenter/release_32.html)

Coca-Cola is Africa's largest private sector employer with 1,000 bottling subsidiaries and 100,000 employees. Its Africa and Middle East Group has head offices in Morocco, Johannesburg, and Bahrain, with four concentrate plants and 211 bottling plants throughout the region. Coca-Cola's partnership with UNAIDS through the Coca-Cola Africa Foundation brings a new impetus to the battle against HIV/AIDS. In a three-year agreement signed with UNAIDS in June 2001, the Foundation will coordinate the efforts of Coca-Cola Africa and its bottling partners across the continent to support AIDS education, prevention, and treatment programs and to incorporate Coca-Cola Africa's marketing and logistical abilities into the partnership. The three pillars of the partnership are: (a) local community infrastructure – using Coca-Cola's community presence to print, store, and distribute education materials, distribute testing kits, and promote AIDS education through youth anti-AIDS clubs; (b) marketing resources – launch information campaigns for UNAIDS and other partners across Africa; and (c) human resources policies – develop and implement model human resources policies and practices for its employees, including forming local AIDS committees to develop workforce education and awareness programs and conduct prevention campaigns.

### Company Information

**Industry:** Food

**National or Multinational:** Multinational

**Revenue (in \$ Millions):** 207,458

**Number of Employees:** 36,900

**Headquarters:** Atlanta, Georgia

**Year Company Founded:** 1886

<http://www.coca-cola.com/>

## 5. EXXONMOBIL: TARGETED HEALTH ISSUES WORLDWIDE

### Activity Information

*Partners:* Care, UNICEF, the World Bank, and World Health Organization

*Health Area:* General

*Activity Reach:* Global

[http://www2.exxonmobil.com/Corporate/About/CommunityPartnerships/Corp\\_CP\\_Health.asp](http://www2.exxonmobil.com/Corporate/About/CommunityPartnerships/Corp_CP_Health.asp)

In its developing country bases, ExxonMobil helps employees and their families with basic health needs through community health projects. For example, in Indonesia and Nigeria, the company built health clinics to serve the local communities. In Angola and other countries, ExxonMobil partnered with UNICEF in a program to reduce the spread of HIV/AIDS. More broadly, the partners work together in combatting malaria by distributing mosquito nets, educating the public on prevention and treatment, and treating pregnant women.

### Company Information

**Industry:** Petrochemical

**National or Multinational:** Multinational

**Revenue (in \$ Millions):** 212,900

**Headquarters:** Irving, Texas

**Year Company Founded:** 1999 (merger)

<http://www.exxonmobil.com>

## 6. HEWLETT PACKARD (HP): WORLD E-INCLUSION

### Activity Information

*Health Area:* General-Community Development and Child Survival

*Activity Reach:* Global

*Launched:* 2000

<http://www.hp.com/e-inclusion/>

World E-inclusion is Hewlett Packard's Global Digital Divide Initiative, which not only brings technology to poor communities, but also seeks ways to promote good health. The Initiative's goal is to contribute to the social and economic advancement of developing country communities currently not being reached by the global economy. Part of this ambitious goal is to target \$1 billion worth of HP and partner products and services to be sold, leased, or donated through special e-Inclusion programs. In Bangladesh, the company is supporting Professor Muhammad Yunus' Grameen Communications (the technology arm of Grameen Bank) by developing village telecenters to help provide computer technology training to young people. The initial focus of this training is to reduce infant mortality through telemedicine and to develop efficient transfers of funds for microenterprises, which lend primarily to women.

### Company Information

**Industry:** Technology

**National or Multinational:** Multinational

**Revenue (in \$ Millions):** 48,782

**Number of Employees:** 88,500

**Headquarters:** Palo Alto, California

<http://www.hp.com/>



## 7. LEVI STRAUSS: HIV/AIDS PREVENTION PROGRAMS

### Activity Information

*Partner:* Levi Strauss Foundation (LSF)

*Health Area:* General-HIV/AIDS

*Activity Reach:* India, Philippines

*Launched:* 1998

<http://www.levistrauss.com/responsibility/foundation/index.htm>

Levi Strauss has committed significant resources to HIV/AIDS prevention, primarily through innovative marketing. For example, in India, Levi Strauss launched a public service announcement campaign entitled “Condom Man.” In the Philippines, Levi Strauss helped the Philippine Business for Social Progress in starting HIV workplace programs for its member companies. The programs were modelled after Levi’s own HIV workplace programs in its Philippines units. The Levi Strauss Foundation also funded the PBSP grant program to Philippine NGOs with HIV, youth empowerment, and economic empowerment programs. LSF provides support worldwide for HIV prevention programs and other health services.

### **Company Information**

**Industry:** Apparel

**National or Multinational:** Multinational

**Revenue (in \$ Millions):** 4,645

**Number of Employees:** 17,300

**Headquarters:** San Francisco, California

**Year Company Founded:** 1854

<http://www.levistrauss.com/>

## 8. McDONALD’S: RONALD McDONALD HOUSE HEALTH PROJECTS

### Activity Information

*Partner:* Ronald McDonald House Charities (RMHC)

*Health Area:* General-Child Health

*Activity Reach:* Philippines, Bolivia, Ecuador, Honduras, Peru, India

<http://www.rmhc.com/about/programs/healthcare/>

RMHC has a range of medical mission projects, including Interplast, Operation Smile, and Orbis Saving Sight Program. These projects take teams of US volunteers and medical professionals to developing countries to operate on children with cleft palates and vision problems. Operation Smile has taken place in the Philippines, Bolivia, Ecuador, Honduras, Peru, and India. Orbis Saving Sight Program is a two-year (2001-2003) project with \$1.3 million of funding from RMHC, with the objective of treating 20,000 children and training 500 local doctors. RMHC plans to establish self-sustainable Pediatric Ophthalmology Centers in India and Peru.

### **Company Information**

**Industry:** Food

**National or Multinational:** Multinational

**Revenue (in \$ Millions):** 14,243

**Number of Employees:** 364,000

**Headquarters:** Oak Brook, Illinois

**Year Company Founded:** 1955

<http://www.mcdonalds.com/>

## 9. NESTLÉ: ANEMIA PREVENTION PROGRAM

### Activity Information

*Partners:* UNICEF, Indonesian Department of Health

*Health Area:* Primary Health Care

*Activity Reach:* Indonesia

*Launched:* 1980

<http://www.community.nestle.com/>

In cooperation with UNICEF and the Indonesian Department of Health, Nestlé Indonesia has implemented the Anemia Project in all its work locations. All employees and their families are offered an anemia test, and those with any indication of anemia receive the necessary treatment. Nestlé has workplace and community programs in health, education, agriculture, and women's development around the world. The company has long been the focus of sharp criticism by the health community for "promoting" baby milk formula to mothers, offering free samples of its products essentially replacing breast-feeding. In the last 20 years, Nestlé has worked hard to change that image by stopping its ads and promotions for infant formula. Most recently, Nestlé has collaborated with WHO on a stronger Code of Marketing of Breast Milk Substitutes, which the company has adopted.

### **Company Information**

**Industry:** Food

**National or Multinational:** Multinational

**Revenue (in \$ Millions):** 50,522

**Number of Employees:** 224,521

**Headquarters:** Vevey, Switzerland

**Year Company Founded:** 1867

<http://www.nestle.com/>

## 10. PLACER DOME: PRIMARY COMMUNITY HEALTH

### Activity Information

*Partners:* WHO, World Alliance for Community Health

*Health Area:* Primary Health Care

*Activity Reach:* Papua New Guinea

*Launched:* 2000

<http://w3.whosea.org/lymphatic/part.htm>

Placer Dome has two health initiatives at its company sites in Papua New Guinea, the Samari Murua lymphatic filariasis project and the Nomad community-based health care project. These are the first two projects approved by the World Alliance for Community Health, of which Placer Dome is a founding member. The Samari Murua project's first goal is to eliminate lymphatic filariasis in the project's catchment area and second; to develop sustainable community health programs for the 39,000 people living in the area. The Nomad project will provide basic primary health care services in a catchment area covering over 300 kilometers of the isolated district. In the long term, Placer Dome aims to develop a sustainable activity through capacity-building of partner community organizations.

### **Company Information**

**Industry:** Mining

**National or Multinational:** Multinational

**Revenue (in \$ Millions):** 1,413

**Headquarters:** Vancouver, British Columbia, Canada

**Year Company Founded:** 1987 (1910, 1926, 1944)

<http://www.placedome.com/>

## 11. PROCTER & GAMBLE (P&G): CHANGES SCHOOL PROGRAM

### Activity Information

*Partner:* Russia Family Planning Association

*Health Area:* Reproductive Health

*Activity Reach:* Russia

*Launched:* 1996

[http://www.pg.com/about\\_pg/corporate/sustainability/substain\\_catmain.jhtml](http://www.pg.com/about_pg/corporate/sustainability/substain_catmain.jhtml)

The Changes Schools Program was a partnership between P&G Russia and the Russia Family Planning Association (RFPA). RFPA provided training and P&G provided (a) funding; (b) educational pamphlets (created in collaboration with RFPA); and (c) product donations of “Always” sanitary pads. School teachers were trained to conduct a one-hour session on puberty, hygiene, and reproduction to girls and boys age 12-13, following which girls were given a sample of “Always” pads. Apparently, this is the only sex education that has been provided to this age group in Russia to date. Negotiations are ongoing to extend the program to 14–15 year-old. The strategy of this initiative is similar to that of Schering’s CELSAM (also included in this inventory, page 32 #19, Section C), wherein a company engages in educating and reaching a particular age group, assuming that the increased use of a generic product by the group would lead to their increased use of the company’s own products.

### Company Information

**Industry:** Consumer Products

**National or Multinational:** Multinational

**Revenue (in \$ Millions):** 39,951

**Number of Employees:** 110,000

**Headquarters:** Cincinnati, Ohio

**Year Company Founded:** 1837

<http://www.pg.com/>

## 12. PROCTER & GAMBLE (P&G) (PAMPERS): HANDS-ON MATERNAL HEALTH PROGRAM

### Activity Information

*Partners:* South African Department of Health, the Childbirth Educators' Resource Group (CBERG)

*Health Area:* Reproductive Health-Maternal Health

*Activity Reach:* South Africa

*Launched:* 2001

[http://www.pg.com/content/pdf/01\\_about\\_pg/corporate\\_citizenship/sustainability/reports/sustainability\\_summary\\_2001.pdf](http://www.pg.com/content/pdf/01_about_pg/corporate_citizenship/sustainability/reports/sustainability_summary_2001.pdf)

### Company Information

**Industry:** Consumer Products

**National or Multinational:** Multinational

**Revenue (in \$ Millions):** 39,951

**Number of Employees:** 110,000

**Headquarters:** Cincinnati, Ohio

**Year Company Founded:** 1837

<http://www.pg.com/>

Pampers and the South African Department of Health jointly developed an education program for expectant couples to reduce the country's high maternal mortality rate from pregnancy complications. South Africa's maternal mortality rate is 12 times higher than in Western countries. First begun as a pilot project in eight public hospitals, the program is being expanded to 1,500 clinics and hospitals. Its goal is to provide all South African women with access to effective antenatal education. The Hands-On program has been designed to ensure comprehensive, interactive, and up-to-date pregnancy education classes that deal with key maternal health issues. The Department of Health has complemented Hands-On with a trainer's training program for maternal education for each province. Pampers, Procter & Gamble's diaper brand, has helped raise funds for the Hands-On program.

## 13. PROCTER & GAMBLE (P&G): STAR MARGARINE

### Activity Information

*Partners:* Nutrition Center of the Philippines, the Philippines Department of Health

*Health Area:* Nutrition

*Activity Reach:* Philippines

*Launched:* 1993

[http://www.pg.com/about\\_pg/corporate/sustainability/substain\\_catmain.jhtml](http://www.pg.com/about_pg/corporate/sustainability/substain_catmain.jhtml)

### Company Information

**Industry:** Consumer Products

**National or Multinational:** Multinational

**Revenue (in \$ Millions):** 39,951

**Number of Employees:** 110,000

**Headquarters:** Cincinnati, Ohio

**Year Company Founded:** 1837

<http://www.pg.com/>

Star Margarine is a Vitamin A-fortified food to reduce vitamin A deficiency, a common problem in the Philippines. The margarine was developed in close partnership among Procter & Gamble, the Philippine Department of Health, Helen Keller International, and the Johns Hopkins University. Introduced in 1993, the product continues to be commercially popular and holds a good share of the market. In developing fortified products, P&G scientifically tests the product for

efficacy. Field trials of Star Margarine in 1992 found that in a six-month period, Star Margarine could help reduce vitamin A deficiency significantly, with low serum retinol levels decreasing from 25.7 percent to 10.1 percent.

#### 14. STARBUCKS: CARE GIFT-PACK

##### Activity Information

*Partner:* CARE

*Health Area:* Primary Health Care

*Activity Reach:* Kenya, Indonesia, Guatemala, Antigua, Ethiopia

*Launched:* 1991

<http://www.care.org/>

Starbucks is CARE's oldest corporate alliance in marketing and funding causes benefiting communities in countries from which Starbucks buys coffee beans. CARE partnered with Starbucks to market a gift sampler of four kinds of coffee from Guatemala, Kenya, Ethiopia, and Indonesia, using CARE's logo. For every sampler sold, Starbucks donated \$2 to CARE to support development and health programs in those four countries. This alliance has created value for both organizations.

##### **Company Information**

**Industry:** Consumer Products

**National or Multinational:** Multinational

**Revenue (in \$ Millions):** 2,169

**Number of Employees:** 47,000

**Headquarters:** Seattle, Washington

**Year Company Founded:** 1971

<http://www.starbucks.com>

#### 15. UNILEVER: ANKUR SERVICES FOR THE DISABLED

##### Activity Information

*Health Area:* Health Care and Services for the Disabled

*Activity Reach:* Northeast India

*Launched:* 1993

<http://www.unilever.com/environmentsociety/community/health/Ankur.asp>

The Ankur ("seedling" in Hindi) Center was established to provide services for severely disabled children age five to 15 who live in Unilever's tea estates at Doom Dooma. Implemented by volunteer Unilever employees and qualified teachers, the center provides educational, vocational, and recreational activities to these children.

The children are provided nutritious meals and health services. Medical staff regularly visit the center to provide continuous health care and monitor the children's progress. Older children are taught vocational skills to help them become more independent, and younger children are taught basic skills to enable them to care for themselves.

##### **Company Information**

**Industry:** Food and Consumer Goods

**National or Multinational:** Multinational

**Revenue (in \$ Millions):** 42,600

**Number of Employees:** 295,000

**Headquarters:** Rotterdam, Netherlands

**Year Company Founded:** 1930

<http://www.unilever.com/>

## 16. UNOCAL: COMMUNITY OUTREACH INITIATIVE

### Activity Information

*Partners:* Local NGOs, communities and governments

*Health Area:* Community Health, Maternal and Child Health, Family Planning

*Activity Reach:* Indonesia

*Launched:* 1997

Unocal Indonesia, a subsidiary of U.S. Unocal Corporation, has been engaged in petroleum and natural gas exploration and production in Indonesia, particularly in East Kalimantan, for more than 30 years. Unocal has developed a two-tiered approach to community outreach and engagement. At the local community level, Unocal works with local leaders and NGOs to establish community councils that identify local priorities for using Unocal's community investment funds. At the regional level, Unocal engages in education and health activities, such as maternal and child health and family planning, training medical staff and providing scholarships to bright grade school and high school students. The regional activities reflect Unocal's recognition of the need for a healthy, educated local workforce and its view that investments in health and education are critical to the long-term development of local communities. At both levels, Unocal believes that it can best fulfill its CSR commitment through extensive use of partnerships with local NGOs for providing services and for evaluating project activities.

### **Company Information**

**Industry:** Petrochemical

**National or Multinational:** Multinational

**Revenue (in \$ Millions):** 8,914

**Number of Employees:** 6,800

**Headquarters:** El Segundo, California

**Year Company Founded:** 1890

<http://www.unocal.com/>

## 17. UNOCAL: PRIMARY HEALTH CARE

### Activity Information

*Partner:* The International Centre for Diarrhoeal Disease Research, Bangladesh (ICDDR,B)

*Health Area:* General-Primary Health Care

*Activity Reach:* Bangladesh

*Launched:* 1998

ICDDR,B has worked with Unocal starting in 1998, when Unocal corporation donated \$75,000 for the Bangladesh flood relief fund. Unocal became an ICDDR,B supporter because it was impressed by the institution's mission and its international reputation for quality research, as recognized by the prestigious Gates Award for Global Health. Unocal and the Unocal Foundation has continued to provide ICDDR,B significant funding for health initiatives such as the Tuberculosis laboratory at its hospital, the Epidemic Control and Preparedness Program, and the Health Endowment Fund.

### **Company Information**

**Industry:** Petrochemical

**National or Multinational:** Multinational

**Revenue (in \$ Millions):** 8,914

**Number of Employees:** 6,800

**Headquarters:** El Segundo, California

**Year Company Founded:** 1890

<http://www.unocal.com/>

ICDDR,B has developed an effective tracking model using a database for determining disease profiles and monitoring the progress of treatment programs. As treatment and research efforts succeed, resources freed up are reprogrammed for prevention of other diseases. One objective of Unocal's continued support of ICDDR,B is to engage their Bangladesh employees more directly in programs and activities.

## 18. UNOCAL: PRIMARY HEALTH CARE REFORM PROGRAM

### Activity Information

*Partners:* UNICEF and other United Nations agencies,  
Relief International

*Health Area:* Primary Health Care

*Activity Reach:* Azerbaijan

*Launched:* 1997

[http://www.azer.com/aiweb/categories/magazine/  
64\\_folder/64\\_articles/64\\_unocal\\_humanitarian.html](http://www.azer.com/aiweb/categories/magazine/64_folder/64_articles/64_unocal_humanitarian.html)

### Company Information

**Industry:** Petrochemical

**National or Multinational:** Multinational

**Revenue (in \$ Millions):** 8,914

**Number of Employees:** 6,800

**Headquarters:** El Segundo, California

**Year Company Founded:** 1890

<http://www.unocal.com/>

Unocal is part of a consortium in Azerbaijan prospecting for offshore oil reserves in the Caspian Sea. In 1997, Unocal designated \$1 million dollars for various UN agencies and NGOs to use toward medical care and resettlement of Azerbaijan families. Working through UNHCR and IRC, Unocal's grant of \$80,000 supported a project to rehabilitate 109 single family homes in Fizuli District. Within Jalilabad district, Unocal provided \$260,000 to the Ministry of Health and UNICEF to develop the Primary Health Care (PHC) Reform Program, providing essential drugs, basic medical equipment and supplies, office equipment, printing materials, and an off-road vehicle. PHC also conducted training for 48 district health workers in health and financial management. In Masalli district, under UNICEF's PHC Program, Unocal financed the construction of a health office for Ministry of Health staff. In Baku, Unocal provided \$200,000 to refurbish part of the TB Clinic. It also provided funds to construct and develop five community centers at refugee settlements. Unocal also established a small enterprise development revolving loan fund for refugee settlers which was administered by Relief International. Unocal also gave a \$10,000 grant to Médecins sans Frontières for two Belgium clowns to perform 28 shows for 9000 refugee children centered on hygiene and disease prevention.



## C. PHARMACEUTICAL STRATEGIC CORPORATE DONATIONS AND PARTNERSHIPS

### 1. ABBOTT LABORATORIES: PRODUCT CONTRIBUTION PROGRAMS

#### Activity Information

*Partners:* Multiple

*Health Area:* General-Primary Health Care

*Activity Reach:* Global

[http://abbott.com/community/product\\_contributions.html](http://abbott.com/community/product_contributions.html)

Abbott Laboratories has an extensive product contributions program; in 2000 its donations were valued at over \$100 million and reached 80 countries. The program is focused on health care and emergency disaster response, such as supporting victims of floods in Cambodia, dengue fever in El Salvador, and famine in Ethiopia. Products donated include nutritional, pharmaceutical and hospital products. Products are distributed through local health and human service organizations with which Abbott has established working relationships.

#### Company Information

Industry: Pharmaceutical

National or Multinational: Multinational

Revenue (in \$ Millions): 13,746

Number of Employees: 60,571

Headquarters: Abbott Park, Illinois

Year Company Founded: 1888

<http://www.abbott.com>

### 2. BRISTOL-MYERS SQUIBB (BMS): BETTER HEALTH FOR WOMEN: A GLOBAL HEALTH PROGRAM

#### Activity Information

*Partner:* Women's Health Education Program

*Health Area:* Reproductive Health-General

*Activity Reach:* Global

*Launched:* 1996

<http://www.bristol-myers.com/aboutbms/ywomen/data/index.html>

BMS developed the “Better Health for Women: A Global Health Program” in 1996 with the goal of generating initiatives to enhance women’s health through innovative strategies for improving education and access to women’s health. In the first five years of this program, BMS has invested \$10 million for implementing its women-centered activities.

#### Company Information

Industry: Pharmaceutical

National or Multinational: Multinational

Revenue (in \$ Millions): 18,200

Number of Employees: 44,000

Headquarters: New York, New York

<http://www.bms.com/landing/data/index.html>



### 3. BRISTOL-MYERS SQUIBB (BMS): SECURE THE FUTURE (HIV/AIDS) – AFRICA

#### Activity Information

*Partners:* Multiple

*Health Area:* Reproductive Health-HIV/AIDS

*Activity Reach:* South Africa, Botswana, Namibia, Lesotho, Swaziland, Senegal, Ivory Coast, Mali, Burkina Faso

*Launched:* 1999

<http://www.securethefuture.com/>

“Secure the Future,” Bristol-Myers Squibb’s \$115 million health initiative, funds HIV/AIDS research, training, and community outreach projects in Africa, which are implemented through partnerships with local governments and communities. The initiative was established in 1999 with a \$100 million commitment for South Africa, Botswana, Namibia, Lesotho, and Swaziland. It is the single largest corporate commitment to addressing the HIV/AIDS problem. In March 2001, \$15 million more was added to fund programs in Senegal, Cote D’Ivoire, Mali, and Burkina Faso. BMS is committed to finding innovative, sustainable and relevant solutions for preventing and mitigating HIV/AIDS in women and children, and in improving community education and support for people living with AIDS. For example, with the Baylor International Pediatric AIDS Initiative of Houston, BMS developed a nursing curriculum for health professionals on compassionate care for people living with AIDS.

#### **Company Information**

**Industry:** Pharmaceutical

**National or Multinational:** Multinational

**Revenue (in \$ Millions):** 18,200

**Number of Employees:** 44,000

**Headquarters:** New York, New York

<http://www.bms.com/landing/data/index.html>

### 4. BRISTOL-MYERS SQUIBB (BMS): ACCESS (HIV/AIDS) – AFRICA

#### Activity Information

*Partners:* UNAIDS, WHO, World Bank, UNICEF, UNFPA, Merck

*Health Area:* Reproductive Health-HIV/AIDS

*Activity Reach:* Africa

*Launched:* 2001

[http://www.bms.com/news/press/data/fg\\_press\\_release\\_1446.html](http://www.bms.com/news/press/data/fg_press_release_1446.html)

The ACCESS Pricing Program is a UNAIDS multi-partnership involving Merck, Bristol-Myers Squibb and three other pharmaceutical companies, WHO, World Bank, UNICEF, and UNFPA. ACCESS makes AIDS drugs available to clients at below-cost prices. BMS has

#### **Company Information**

**Industry:** Pharmaceutical

**National or Multinational:** Multinational

**Revenue (in \$ Millions):** 18,200

**Number of Employees:** 44,000

**Headquarters:** New York, New York

<http://www.bms.com/landing/data/index.html>

agreed to make its AIDS anti-retroviral drugs Zerit (stavudine) and Videx (didanosine) available in African countries at a price of \$1.00 per day per user, which is 90 percent lower than the cost in developed countries. ACCESS negotiations are made at the country level. Senegal, Rwanda, and Uganda were the first three countries to conclude negotiations with ACCESS within the first 10 months of the project, covering a total of 2500 clients. BMS estimated that 12-15 million Africans may be medically eligible for drug treatment. Altogether, 30 African countries have expressed interest in participating in ACCESS. BMS is also allowing no-cost use of Zerit patent rights in Africa; the patent is co-owned with Yale University. The health community has expressed concern that even at the below-cost price of \$1.00 per day, the drugs may still be unaffordable to poor clients. Established pharmaceuticals such as Merck and BMS are also competing against generic product manufacturers (India-based Cipla Ltd and Hetero Drugs, Ltd) that offer a nevirapine-based triple combination drug for as low as \$350 per year per client; comparatively, patented drugs (non-generic) are priced at more than \$500 per year per client.

## 5. GLAXOSMITHKLINE (GSK): LYMPHATIC FILARIASIS PROGRAM

### Activity Information

*Partner:* WHO

*Health Area:* General-Disease Elimination

*Activity Reach:* Global

*Launched:* 1998

<http://corp.gsk.com/community/lymphatic.htm>

GlaxoSmithKline has partnered with WHO in a long-term program to eradicate lymphatic filariasis (commonly known as elephantiasis), a disease that WHO has identified as the world's second leading cause of permanent disability. Lymphatic filariasis is a disease of poverty with devastating economic impact. About 120 million people in more than 80 countries are presently afflicted with the disease, and more than one billion are at risk of infection. GSK has pledged to donate Albendazole. This drug, when co-administered with either Merck's Ivermectin (also known as Mectizan) or diethylcarbamazine once a year for 4-6 years, interrupts the transmission of infection. GlaxoSmithKline and WHO intend to eliminate Lymphatic filariasis by 2020 in 80 countries in Asia, Africa, and South America.

### Company Information

**Industry:** Pharmaceutical

**National or Multinational:** Multinational

**Revenue (in \$ Millions):** 27,032

**Number of Employees:** 100,000

**Headquarters:** Middlesex, United Kingdom

<http://corp.gsk.com>

## 6. GLAXOSMITHKLINE (GSK): INTERNATIONAL PARTNERSHIP AGAINST AIDS IN AFRICA (IPAA)

### Activity Information

*Partners:* Boehringer Ingelheim, Hoffman La Roche, UNAIDS, UNICEF, UNFPA, World Bank, WHO

*Health Area:* Reproductive Health-HIV/AIDS

*Activity Reach:* Africa

*Launched:* 1992

<http://corp.gsk.com/community/hivpricing.htm>

GSK invests more than \$160 million a year in HIV research and global public health programs. Its long-standing and continuing commitment to work in partnership with other sectors has led to GSK's participation in the International Partnership Against AIDS. Together with Boehringer Ingelheim, Bristol-Myers Squibb, Hoffman LaRoche, and Merck, GSK is working with multilateral organizations to broaden access of HIV/AIDS patients to care and treatment. UNAIDS, UNICEF, UNFPA, World Bank, and WHO are the multilateral agencies involved in the IPAA. GSK's involvement includes clinical trials, preferred pricing, and AIDS advocacy. One of the initiatives GSK has been involved in under the IPAA is the mother-to-child transmission (MTCT) clinical trial program. What started in 1998 as a product donation of 10,000 treatments of Retrovir (a retro-viral drug) in 11 countries has led to a program of 30,000 free treatments in 25 countries.

### Company Information

*Industry:* Pharmaceutical

*National or Multinational:* Multinational

*Revenue (in \$ Millions):* 27,032

*Number of Employees:* 100,000

*Headquarters:* Middlesex, United Kingdom

<http://corp.gsk.com>

## 7. GLAXOSMITHKLINE (GSK): POSITIVE ACTION PROGRAM (HIV/AIDS)

### Activity Information

*Partners:* Governments, Communities, NGOs, International Agencies

*Health Area:* Reproductive Health-HIV/AIDS

*Activity Reach:* Global

*Launched:* 1992

<http://corp.gsk.com/community/hivaction.htm>

Positive Action is GSK's international program of HIV education, care, and community support. Through the program, GSK works in partnership with individuals, community groups, health care providers, governments, international agencies, and others, in order to pursue common goals of HIV prevention, education, enhanced care, and support for people living with, or affected by HIV/AIDS. Since its inception in 1992, Positive Action has supported and implemented a wide variety of projects throughout the world at both a national and international level. The focus is on reducing stigma, and playing a visible role in developing national HIV policy. GlaxoSmithKline has also reduced the price of the anti-fungal Retrovir and Epivir (MTCT drugs) by up to 75 percent of the original cost.

### Company Information

*Industry:* Pharmaceutical

*National or Multinational:* Multinational

*Revenue (in \$ Millions):* 27,032

*Number of Employees:* 100,000

*Headquarters:* Middlesex, United Kingdom

<http://corp.gsk.com>

## 8. JOHNSON & JOHNSON (J&J): IDAJI MENTAL HEALTH EXHIBITION

### Activity Information

*Partners:* Jansenn, Pharmaceutica Indonesia

*Health Area:* General-Mental Health

*Activity Reach:* Indonesia

*Launched:* 1996

[http://www.jnj.com/who\\_is\\_jnj/2000\\_contributions/2000\\_contributions.pdf](http://www.jnj.com/who_is_jnj/2000_contributions/2000_contributions.pdf)

In an effort to raise public awareness of schizophrenia in Indonesia, Johnson and Johnson has been sponsoring an annual painting exhibit, “It’s Not Just An Imagination,” every October 10th in celebration of World Mental Health Day. With the objective of improving the quality of life of people with schizophrenia, this activity encourages them to be creative by participating in this event. In 2000, J&J, in cooperation with Janssen Pharmaceutica Indonesia, hosted an exhibit of 150 painting by 73 artists.

### Company Information

**Industry:** Pharmaceutical

**National or Multinational:** Multinational

**Revenue (in \$ Millions):** 29,138

**Number of Employees:** 98,500

**Headquarters:** New Brunswick, New Jersey

**Year Company Founded:** 1880s

<http://www.jnj.com/home.html>

## 9. JOHNSON & JOHNSON (J&J): MEDICAL MISSION PACK

### Activity Information

*Partner:* MAP International

*Health Area:* Primary Health Care

*Activity Reach:* Global

[http://www.jnj.com/who\\_is\\_jnj/2000\\_contributions/2000\\_contributions.pdf](http://www.jnj.com/who_is_jnj/2000_contributions/2000_contributions.pdf)

The Medical Mission Pack is a prepackaged, 30-pound assortment of over-the-counter J&J products for distribution to Christian medical facilities. These packages are provided to physicians and medical teams of international health missions through MAP International, a US NGO based in Illinois. In 2000, 400 such packages were distributed.

### Company Information

**Industry:** Pharmaceutical

**National or Multinational:** Multinational

**Revenue (in \$ Millions):** 29,138

**Number of Employees:** 98,500

**Headquarters:** New Brunswick, New Jersey

**Year Company Founded:** 1880s

<http://www.jnj.com/home.html>

## 10. JOHNSON & JOHNSON (J&J): MOTHER/CHILD MEDIA PROGRAM

### Activity Information

*Partners:* Philippines Pediatric Society, Philippine Pediatric Dental Society

*Health Area:* Reproductive Health-Maternal Child Health

*Activity Reach:* Philippines

*Launched:* 1997

[http://www.jnj.com/who\\_is\\_jnj/2000\\_contributions/2000\\_contributions.pdf](http://www.jnj.com/who_is_jnj/2000_contributions/2000_contributions.pdf)

“Usapang Mommy at Baby” (Mother and Baby Talk) is a Philippine weekly public service television program that provides straightforward, easy-to-understand information on child health. The host discusses important health topics with a notable doctor. This show is very popular among lower-income mothers who do not have regular access to pediatricians and other medical professionals. J&J has sponsored this show since 1997.

### **Company Information**

**Industry:** Pharmaceutical

**National or Multinational:** Multinational

**Revenue (in \$ Millions):** 29,138

**Number of Employees:** 98,500

**Headquarters:** New Brunswick, New Jersey

**Year Company Founded:** 1880s

<http://www.jnj.com/home.html>

## 11. JOHNSON & JOHNSON (J&J): NEONATAL TETANUS PROGRAM

### Activity Information

*Partners:* Ministry of Health, UNICEF

*Health Area:* Reproductive Health-Maternal Child Health

*Activity Reach:* China

*Launched:* 1992

[http://www.jnj.com/who\\_is\\_jnj/2000\\_contributions/2000\\_contributions.pdf](http://www.jnj.com/who_is_jnj/2000_contributions/2000_contributions.pdf)

One-quarter of the world’s reported cases of neonatal tetanus occurs in China. Johnson & Johnson’s companies in China were struck by this magnitude of neonatal tetanus incidence. In 1992, J&J established an ambitious five-year program, in partnership with the Ministry of Health and UNICEF, to train 4,500 rural doctors and midwives from 105 high-incidence counties in childbirthing techniques to protect newborns from tetanus. At the end of five years, infant mortality was significantly reduced in 20 high-incidence counties, reportedly saving 3,600 lives. In 1997, J&J extended the program to 2005, focusing on training trainers. To date 300,000 doctors and midwives have been trained. J&J has also made in-kind contributions valued at \$450,000 to improve birthing facilities.

### **Company Information**

**Industry:** Pharmaceutical

**National or Multinational:** Multinational

**Revenue (in \$ Millions):** 29,138

**Number of Employees:** 98,500

**Headquarters:** New Brunswick, New Jersey

**Year Company Founded:** 1880s

<http://www.jnj.com/home.html>

## 12. JOHNSON & JOHNSON (J&J): OUTSTANDING MIDWIVES AWARD

### Activity Information

*Partners:* Integrated Midwives Association of the Philippines, Department of Health

*Health Area:* Reproductive Health-Maternal Child Health

*Activity Reach:* Philippines

*Launched:* 1994

[http://www.jnj.com/who\\_is\\_jnj/2000\\_contributions/2000\\_contributions.pdf](http://www.jnj.com/who_is_jnj/2000_contributions/2000_contributions.pdf)

J&J's "Outstanding Midwives Award of the Philippines" was established in 1994 to recognize midwives who demonstrate exemplary service in community health, while promoting the midwifery profession. In cooperation with the Philippine Department of Health, the award is presented to 10 midwives each year during the annual Integrated Midwives Association of the Philippines (IMAP) convention. To date, 70 midwives have been so honored.

### **Company Information**

**Industry:** Pharmaceutical

**National or Multinational:** Multinational

**Revenue (in \$ Millions):** 29,138

**Number of Employees:** 98,500

**Headquarters:** New Brunswick, New Jersey

**Year Company Founded:** 1880s

<http://www.jnj.com/home.html>

## 13. JOHNSON & JOHNSON (J&J): PARTNERSHIP FOR WOMEN'S HEALTH IN RUSSIA

### Activity Information

*Partners:* Association of Gynecologists, Family Planning Association

*Health Area:* Reproductive Health-Family Planning

*Activity Reach:* Russia

<http://www.IBLF.org/csr/csrwebassist.nsf/content/f1d2b3o4.html>

Johnson & Johnson's Partnership for Women's Health Program in Russia with the Association of Gynecologists and Family Planning Association is producing and distributing information on reproductive health (including product samples) to 300,000 12-16 year-old girls and to physicians in 90 cities.

### **Company Information**

**Industry:** Pharmaceutical

**National or Multinational:** Multinational

**Revenue (in \$ Millions):** 29,138

**Number of Employees:** 98,500

**Headquarters:** New Brunswick, New Jersey

**Year Company Founded:** 1880s

<http://www.jnj.com/home.html>



## 14. MERCK: ENHANCING CARE INITIATIVE (ECI) (HIV/AIDS)

### Activity Information

*Partners:* Harvard AIDS Institute, Francois-Xavier

Bagnoud Center for Health and Human Rights

*Health Area:* Reproductive Health-HIV/AIDS

*Activity Reach:* Brazil, Senegal, Thailand, South Africa

*Launched:* 1990

<http://www.merck.com/overview/philanthropy/11.htm>

In 1998, Merck donated products valued at \$184 million and \$37 million in cash for HIV/AIDS programs. The Enhancing Care Initiative is a \$3 million cash grant to Harvard's Public Health and AIDS Institute to help advance the quality, delivery, and outcomes of HIV care in developing countries. ECI facilitates the development of Local AIDS Care teams, which are multidisciplinary teams of local experts and HIV-positive citizens. These teams are dedicated to formulating solutions to local HIV/AIDS care problems. An international panel of experts, known as the International HIV/AIDS Care Resources Group, consisting of UNAIDS, the World Bank, and WHO, provides support and advice to the Local AIDS Care Teams. The program has already begun in Brazil and Senegal. The next phase of the program is planned for Thailand and South Africa.

### Company Information

**Industry:** Pharmaceutical

**National or Multinational:** Multinational

**Revenue (in \$ Millions):** 40,363

**Number of Employees:** 69,300

**Headquarters:** Whithouse Station,  
New Jersey

**Year Company Founded:** 1668

<http://www.merck.com/>

## 15. MERCK: MECTIZAN DONATION PROGRAM (RIVER BLINDNESS)

### Activity Information

*Partners:* WHO, World Bank, UNICEF, UNDP, MOH

*Health Area:* General-Disease Elimination

*Activity Reach:* Africa

*Launched:* 1987

<http://www.merck.com/overview/philanthropy/9.htm>

Through an ambitious 20-year partnership (1987-2007) involving Merck, WHO, the World Bank, UNICEF, UNDP, and MOH, River blindness (Onchocerciasis) is being eliminated in 30 African countries, protecting 94 million people and preventing 1.6 million cases of blindness. The Onchocerciasis Control Program (OCP) had gained so much success in eliminating the disease in 11 countries that the program is being scaled up to a second effort, the African Program for Onchocerciasis Control (APOC), in 19 other countries where the disease is prevalent. CSR activities of this scale and scope are unique.

### Company Information

**Industry:** Pharmaceutical

**National or Multinational:** Multinational

**Revenue (in \$ Millions):** 40,363

**Number of Employees:** 69,300

**Headquarters:** Whithouse Station,  
New Jersey

**Year Company Founded:** 1668

<http://www.merck.com/>

## 16. NOVARTIS: SOCIAL MARKETING FOR LEPROSY

### Activity Information

*Partners:* WHO, NGOs, Ministries of Health

*Health Area:* Disease Elimination

*Activity Reach:* China, D.R. Congo, India, Indonesia, Maldives, Mexico, Nepal, Philippines, Sierra Leone, Sri Lanka, Turkey, Venezuela

*Launched:* 1986

[http://www.foundation.novartis.com/leprosy/leprosy\\_care.htm](http://www.foundation.novartis.com/leprosy/leprosy_care.htm)

### **Company Information**

**Industry:** Pharmaceutical

**National or Multinational:** Multinational

**Revenue (in \$ Millions):** 40,789

**Number of Employees:** 68,000

**Headquarters:** Basel, Switzerland

**Year Company Founded:** 1758

<http://www.novartis.com/>

Novartis started its social marketing activity in leprosy in 1986 for both social and business reasons. The program focuses on early detection, access to multi-drug therapy (MDT) treatment, and social marketing to change the image of the disease. Despite the availability of free MDT, many people are still not seeking treatment. The reasons are complex: too often services are inaccessible and too costly in terms of time and lost wages; clinics can be understaffed; health care providers are not able to diagnose the disease in its early stages; and a shroud of fear and prejudice still surrounds the disease. Novartis and the Novartis Foundation for Sustainable Development are working with the WHO and national partners to solve these problems to help eradicate leprosy around the world.

## 17. PFIZER: DIFLUCAN PARTNERSHIP PROGRAM (HIV/AIDS)

### Activity Information

*Partner:* South African Diflucan Partnership Program

*Health Area:* HIV/AIDS

*Activity Reach:* Global

*Launched:* Press release 6/6/2001

<http://www.pfizer.com/pfizerinc/about/press/nochargediflucan.html>

### **Company Information**

**Industry:** Pharmaceutical

**National or Multinational:** Multinational

**Revenue (in \$ Millions):** 29,574

**Number of Employees:** 90,000

**Headquarters:** New York, New York

**Year Company Founded:** 1849

<http://www.pfizer.com/>

What started out as a Pfizer product donation program in South Africa has now expanded to 50 developing countries most in need of Diflucan, an antifungal drug for people living with HIV/AIDS. The partnership offers medically responsible treatment programs, which includes education of patients and health care providers about dispensing the drug, follow up, monitoring, and support. As of June 2001, 185 institutions in South Africa had begun to distribute Diflucan through the South Africa pilot program.



## 18. PFIZER: INTERNATIONAL TRACHOMA INITIATIVE (ITI)

### Activity Information

*Partner:* Edna McConnell Clark Foundation

*Health Area:* Primary Health Care

*Activity Reach:* Ghana, Mali, Tanzania, Morocco, Vietnam

<http://www.pfizer.com/pfizerinc/philanthropy/healthcare2.html>

Trachoma is the world's leading cause of preventable blindness; today 150 million people suffer from trachoma, 112 million of whom are children.

Pfizer has pledged a total of \$65 million in cash and product donations of Zithromax, a trachoma medicine, to the International Trachoma Initiative. The Initiative is a partnership between Pfizer and the Edna McConnell Clark Foundation to prevent and treat trachoma in Ghana, Mali, Tanzania, Morocco, and Vietnam. In addition to these five countries which are fully implementing the program, the Initiative also provides other forms of grants and technical assistance to other countries where trachoma is widespread.

### **Company Information**

**Industry:** Pharmaceutical

**National or Multinational:** Multinational

**Revenue (in \$ Millions):** 29,574

**Number of Employees:** 90,000

**Headquarters:** New York, New York

**Year Company Founded:** 1849

<http://www.pfizer.com/>

## 19. SCHERING: CELSAM

### Activity Information

*Partners:* CELSAM, UNFP, Levi Strauss & C., Duo Venezuela, and Pathfinder

*Health Area:* Reproductive Health-Family Planning Advocacy

*Activity Reach:* Brazil, Colombia, Argentina, Costa Rica, Chile, Ecuador, Guatemala, Mexico, Peru, Dominican Republic, Uruguay, Venezuela

*Launched:* 1999

<http://www.celsam.org/home.asp>

CELSAM is a Latin American NGO that was created and funded by Schering to promote information and education about family planning. With chapters in 12 LAC countries and virtual offices reaching four countries, CELSAM provides information about family planning through TV, radio, 1-800 numbers, and magazines. With Levi Mexico, it provides point-of-purchase family planning info tags on Levi clothes; and with Duo Venezuela, it provides STI prevention information in Duo condom packages. CELSAM, together with its other partners, has also produced a sex education manual for adolescents. Schering controls 50 percent of the contraceptive market in Latin America.

### **Company Information**

**Industry:** Pharmaceutical

**National or Multinational:** Multinational

**Revenue (in \$ Millions):** 4,218

**Number of Employees:** 24,000

**Headquarters:** Berlin, Germany

**Year Company Founded:** 1851

<http://www.schering.com/>

## D. NATIONAL COMPANY INITIATIVES

### 1. ANAND GROUP: REPRODUCTIVE AND CHILD HEALTH PROJECT, PARWANOO (DHARAMPUR DISTRICT, NEW DELHI)

#### Activity Information

*Partners:* Population Foundation of India, Local Communities

*Health Area:* Reproductive Health-Family Planning

*Activity Reach:* India

*Launched:* 1990's

<http://www.snsf.org/projects.asp>

Anand Corporation produces automotive parts and employs 4,000 workers. Based in Delhi with factories in Parwanoo (Dharampur district), the company is committed to social development. What started as a family planning pilot project for factory workers and their families has expanded to a district-wide activity co-funded by the Population Foundation of India, with many local alliances. The project extends beyond family planning and involves safe motherhood, adolescent education, and treatment of sexually transmitted infections and reproductive tract infections. The diverse groups covered by this initiative are extensive: 500 villages, 110 vendor industries, members of trucker's and worker's unions, schools and colleges, 22,000 women between 18 and 35 years, 25,000 adolescents, 20,000 industrial workers, rotary clubs, and women's micro-credit associations. These alliances illustrate the success of the initiative's strategy in widening the coverage of specific target populations; for example, by involving 110 vendor industries, the activity is reaching not only Anand workers and families but also the workers and families of suppliers.

#### **Company Information**

**Industry:** Industrial

**National or Multinational:** National

**Revenue (in \$ Millions):** 200

**Number of Employees:** 4,000

**Headquarters:** New Delhi, India

**Year Company Founded:** 1961

<http://www.anandgroupindia.com/>

## 2. BAJAJ ELECTRICALS: FAMILY WELFARE PROGRAM; DOCU-DRAMA ON AIDS AWARENESS

HIV/

### Activity Information

*Health Area:* Reproductive Health, HIV/AIDS

*Activity Reach:* India

Bajaj Electricals is another example of Indian corporate houses with a firm commitment to CSR (see Tata I.D. # 6 and Godrej I.E. # 3). The Bajaj Family Welfare program for its workers and dependents includes family planning and health education. Bajaj also conducts weekly outreach clinics in rural areas on women's health. The company co-sponsored "Roshni," a 40-minute gripping docu-drama dispelling myths on AIDS. This film premiered on Doordarshan National TV Network on World AIDS Day.

### **Company Information**

**Industry:** Energy

**National or Multinational:** National

**Headquarters:** Mumbai, India

<http://www.bajajelectricals.com/>

## 3. DANUBE KNITWEAR: PREVENTATIVE HEALTHCARE PROGRAM

### Activity Information

*Health Area:* Reproductive Health-Women's Health

*Activity Reach:* Hungary

*Launched:* 1993

<http://www.danube.hu/aboutushun.htm>

Danube Knitwear was established in 1993 in a depressed part of Hungary, employing 1600 women from the community. With the sudden death of one of its founders from a heart attack, the company opened a health care program in the workplace, beginning with breast and ovarian cancer screening for its workers. Many of these women had not had a gynecological exam in 20 years, and the screening proved to be lifesaving for a number of women. The cancer screening cost the company very little, and the benefits proved huge in terms of increase in employee morale, and reduction in turnover and absenteeism. Danube has enhanced the quality of its health care program by employing a doctor and nurse on a retainer basis.

### **Company Information**

**Industry:** Apparel

**National or Multinational:** National

**Headquarters:** Budapest, Hungary

**Year Company Founded:** 1993

<http://www.danube.hu/danube.htm>

#### 4. ESCORTS LTD.: NETRA SURAKSHA PROGRAM

##### Activity Information

*Partner:* Population Foundation of India

*Health Area:* Reproductive Health/Family Planning

*Activity Reach:* India

*Launched:* 1977

In 1977, Escorts Ltd. established community clinics in Faridabad District in partnership with local NGOs and the Ministry of Health. Escorts has since then opened a total of eight clinics providing prenatal and postpartum care for women, benefiting more than 388,000 clients. In partnership with the Population Foundation of India, Escorts clinics are now offering family planning and reproductive health services in 25 villages in Faridabad.

##### **Company Information**

**Industry:** Automotive

**National or Multinational:** National

**Revenue (in \$ Millions):** 280

**Number of Employees:** 15,000

**Headquarters:** New Delhi, India

**Year Company Founded:** 1944

<http://www.indiaonline.com/comp/esco/mr01.html>

#### 5. INFOSYS: CSR LEADERSHIP AND INFORMATION TECHNOLOGY

##### Activity Information

*Partner:* Infosys Foundation

*Health Area:* Primary Health Care

*Activity Reach:* India

<http://www.infy.com/corporate/comminv.htm>

InfoSys, a high-tech company based in Bangalore, has many programs based on its commitment to corporate citizenship. Its InfoSys Foundation promotes health, education, and cultural preservation, while its Rural Outreach Program focuses on computer literacy with trainers training and donated computers.

##### **Company Information**

**Industry:** Technology

**National or Multinational:** National

<http://www.infy.com/>

## 6. TATA: AIDS AWARENESS PROGRAM

### Activity Information

*Partner:* Confederation of Indian Industry

*Health Area:* Reproductive Health-HIV/AIDS

*Activity Reach:* India

*Launched:* 1998

<http://www.tatasteel.com/tataorg/hiv.htm>

The Tata Group owns 80 multi-industry companies in India, the largest of which is Tata Steel. Tata's firm commitment to corporate social responsibility through several first-rate CSR activities, and exemplary treatment of its workers has established Tata as a CSR world leader. Tata Steel's HIV Program was started in 1998 and is now integrated into its general staff training. The Tata Main Hospital in Jamshedpur offers condoms, distributes IEC materials, and counsels HIV-positive people. The hospital prides itself in treating HIV/AIDS patients without discrimination. Other initiatives include setting up condom vending machines within company premises, networking and sharing best practices with other CSR groups such as the Confederation of Indian Industry. The program also performs street plays (where total audience attendance is reported to have reached 60,000) and training sessions on AIDS awareness (between 1998 and 2000, 1,650 such sessions were attended by 103,000 participants).

### **Company Information**

**Industry:** Multi-industry

**National or Multinational:** National

**Revenue (in \$ Millions):** 7,959

**Number of Employees:** 250,000

**Headquarters:** Mumbai, India

**Year Company Founded:** 1893

<http://www.tatasteel.com/>

## 7. TATA: CENSUS EFFORTS ON HIV/AIDS

### Activity Information

*Partner:* AIDS Core Committee

*Health Area:* HIV/AIDS

*Activity Reach:* India

*Launched:* 2000

<http://www.tatasteel.com/corporateinfo/press14.htm>

Tata Steel found an innovative way to disseminate HIV/AIDS prevention and awareness materials in partnership with the local government of Jamshedpur by distributing 48,000 handbills during the last national Census. Tata employees went door-to-door to distribute the information in coordination with Census takers.

### **Company Information**

**Industry:** Multi-industry

**National or Multinational:** National

**Revenue (in \$ Millions):** 7,959

**Number of Employees:** 250,000

**Headquarters:** Mumbai, India

**Year Company Founded:** 1893

<http://www.tatasteel.com/>

## 8. TATA: CORPORATE GIVING AND FAMILY PLANNING

### Activity Information

*Health Area:* Reproductive Health/Family Planning

*Activity Reach:* India

*Launched:* Press release 5/11/1905

<http://news.sawaal.com/expertsays/guest/index15.htm>

When Jamshedji Tata founded the company in 1893, he created at the same time an endowment, thus making corporate giving part of Tata's corporate philosophy. In 1958, Tata established its massive community development effort under the name Tata Steel Rural Development Society (TSRDS), involving projects in family planning, microenterprise, primary education, adult literacy, potable water, and animal husbandry. Today, TSRDS is present in 600 villages throughout three states – Bihar, Orissa, and Madhya Pradesh. Many other well-known Indian business houses have followed Tata's leadership in developing their own programs, for example, Birla, Godrej (I.E. #3) and Bajaj (I.D. #2).

### Company Information

*Industry:* Multi-industry

*National or Multinational:* National

*Revenue (in \$ Millions):* 7,959

*Number of Employees:* 250,000

*Headquarters:* Mumbai, India

*Year Company Founded:* 1893

<http://www.tatasteel.com/>

## 9. TATA: FAMILY WELFARE PROGRAM

### Activity Information

*Partner:* Centre for Family Initiatives

*Health Area:* Reproductive Health/Family Planning

*Activity Reach:* India

[http://jamshedpur-info.net/social\\_awareness](http://jamshedpur-info.net/social_awareness)

Tata's family welfare program serves over 700,000 employees and the broader communities. Services include immunization, family planning, and maternal and child health. To cover hard-to-reach areas, the program uses mobile clinics that offer the same comprehensive range of services.

### Company Information

*Industry:* Multi-industry

*National or Multinational:* National

*Revenue (in \$ Millions):* 7,959

*Number of Employees:* 250,000

*Headquarters:* Mumbai, India

*Year Company Founded:* 1893

<http://www.tatasteel.com/>

## 10. TATA: LIFE-LINE EXPRESS

### Activity Information

*Partners:* Impact India, UNDP, UNICEF, WHO, MOH, Indian Railways

*Health Area:* Comprehensive Health Care/  
Reproductive Health/Family Planning

*Activity Reach:* India

*Launched:* 1991

<http://www.impactfoundation.org/lifeline.htm>

### Company Information

*Industry:* Multi-industry

*National or Multinational:* National

*Revenue (in \$ Millions):* 7,959

*Number of Employees:* 250,000

*Headquarters:* Mumbai, India

*Year Company Founded:* 1893

<http://www.tatasteel.com/>

Life-Line Express, described as the “the world’s first hospital-on-rails,” has reached some of the most remote villages in India. Four old railway coaches donated by Indian Railways were reconstructed and refurbished with fully functional and modern medical facilities: an operating theatre, diagnostic center, laboratory, X-ray room, and post-operation ward. Staffed by Tata’s doctors, the Life-Line Express has been called “a mercy train,” associated with both preventive and curative health care for rural Indians, as well as a vehicle for responding to health emergencies such as earthquakes and other natural disasters.

Health care services available from Life-Line include immunization, diagnosis, cleft palate and cataract surgery, orthopedics, and gynecological consultation and examinations. In association with the Life-Line, Tata has implemented a total of five comprehensive family welfare programs in three states: Bhelatand (Dhanbad district, Bihar), Gopalpur (Ganjam district, Orissa) and Bamnipal (Keonhijar district, Orissa). This concept of mobile comprehensive health care delivery has been a South-to-South example of appropriate technology transfer. Similar projects have been set up in China, Zimbabwe, and Bangladesh (the “Jibon Tori” hospital river boat).

## 11. TATA: TELEMEDICINE SERVICE

### Activity Information

*Partners:* Tata Council for Community Initiatives, Pune Zilla Parishad, Ruksun Doctor Anywhere.com

*Health Area:* Primary Health Care

*Activity Reach:* India

*Launched:* 2001

[http://www.tata.com/0\\_beyond\\_business/community/tcci\\_news/20010502.htm](http://www.tata.com/0_beyond_business/community/tcci_news/20010502.htm)

The Tata Council for Community Initiatives has developed a partnership between the local government of Zilla Parishad in Pune and Ruksun Doctors Anywhere to establish telemedicine in India. The initiative connects doctors in three primary healthcare centers (PHCs) in Pune with medical specialists through an Internet telemedicine system, enabling PHC doctors to instantly consult with medical specialists on the medical management of their cases. Minimal fees are charged for the service, saving time and money for both PHC doctors and clients. Tata provided three computers for this initiative; the computers are also made available to students in the communities. There are plans to scale up the initiative by hooking up 88 PHCs to the same Internet system.

### **Company Information**

**Industry:** Multi-industry

**National or Multinational:** National

**Revenue (in \$ Millions):** 7,959

**Number of Employees:** 250,000

**Headquarters:** Mumbai, India

**Year Company Founded:** 1893

<http://www.tatasteel.com/>



## E. WORK-BASED/COMMUNITY OUTREACH PROJECTS

### 1. ASEA BROWN BOVERIA (ABB): HEALTH CENTER AT MANEJA

#### Activity Information

*Health Area:* Reproductive Health/Family Planning

*Activity Reach:* India

ABB, the global power and automation technology company, has its largest manufacturing unit (with 1,714 workers) in Maneja, Vadodara. This unit produces equipment for power transmission. In addition to the regular health care facilities available to staff, ABB's Family Welfare Program includes an MCH clinic promoting safe motherhood and prenatal services, health education programs in AIDS awareness, and other health topics. In addition, ABB implements community outreach activities that include pediatric camps and a child nutrition program for mothers. In developing and implementing its Family Welfare Program, ABB consulted with its staff, and conducted a family planning slogan competition and orientation workshops.

#### **Company Information**

**Industry:** Technology  
**National or Multinational:** Multinational  
**Revenue (in \$ Millions):** 23,700  
**Number of Employees:** 150,000  
**Headquarters:** Brussels, Belgium  
**Year Company Founded:** 1900

<http://www.abb.com/>

### 2. CADBURY SCHWEPPE'S: CADBURY COMMUNITY INITIATIVES

#### Activity Information

*Health Area:* Primary Health Care

*Activity Reach:* India

<http://www.bcfindia.org/bcfactivities1.html>

With the mission of participating in local community improvement projects, Cadbury India set up its Cadbury Community Initiatives (CCI) program to fund community enhancement programs in the village of Gurika near Cadbury's Malanpur factory. The program built a nursery school, water pump, health clinic and a veterinary clinic. Local communities lauded Cadbury's fruit tree planting program for households. With the success of CCI, its activities are being replicated in nearby villages. Cadbury's involvement extends beyond philanthropy to include company volunteer programs as well. To recognize employee efforts, Cadbury Schweppes introduced the Chairman's Award for Employee Community Involvement.

#### **Company Information**

**Industry:** Food  
**National or Multinational:** Multinational  
**Revenue (in \$ Millions):** 6,841  
**Number of Employees:** 36,460  
**Headquarters:** London, United Kingdom  
**Year Company Founded:** 1783

<http://www.cadburyschweppes.com/>

### 3. GODREJ: FAMILY WELFARE PROGRAM

#### Activity Information

*Health Area:* Reproductive Health/Family Planning

*Activity Reach:* India

*Launched:* 1955

Godrej is the largest privately held industrial corporation in India; its shares are not traded on any stock exchange. In 1955, Godrej established its family welfare program in Mumbai, including the Priojshanagar housing for its employees and their families. The Pragati Kendra welfare center provides family planning, maternal and child health, health education, and physical fitness programs. These programs and community development efforts are supported through an endowment from the Pirojsha Godrej Foundation, valued at more than \$10 million.

#### **Company Information**

**Industry:** Consumer Products

**National or Multinational:** National

**Revenue (in \$ Millions):** 195

**Headquarters:** Mumbai, India

**Year Company Founded:** 1897

<http://www.godrej.com/>

### 4. GREAVES LTD.: COMMUNITY HEALTH CARE CENTER

#### Activity Information

*Health Area:* Reproductive Health/Family Planning

*Activity Reach:* India

*Launched:* 1995

The Greaves Community Health Care Center was established in 1995 to focus on health activities that were identified through a community survey. Greaves has a two-day orientation program for mothers in women's health and child health.

#### **Company Information**

**Industry:** Industrial

**National or Multinational:** National

**Revenue (in \$ Millions):** 148

**Headquarters:** Mumbai, India

<http://www.cgl.co.in/index01.html>

## 5. THE HERO GROUP: RURAL HEALTH PROGRAM

### Activity Information

*Health Area:* Reproductive Health/Family Planning

*Activity Reach:* India

*Launched:* 1993

<http://www.herogroup.com/stream.htm>

The Hero Group, which produces a wide range of automotive products, implements integrated community development initiatives consisting of income generation for lower-income women, on-site factory health clinics, and mobile health clinics. Services provided include family planning and child immunization.

### **Company Information**

**Industry:** Automotive

**National or Multinational:** National

**Headquarters:** Ludhiana, India

<http://www.herogroup.com/>

## 6. LARSEN & TOUBRO LTD.: COMMUNITY WELFARE PROJECTS

### Activity Information

*Health Area:* Reproductive Health/Family Planning

*Activity Reach:* India

*Launched:* 1985

Larsen employs 26,000 workers in the construction and infrastructure industry. Its work-based family planning, reproductive health, and HIV/AIDS program for its staff and surrounding communities dates back to 1985, and now involves 85 trainers and social workers. Larsen has conducted more than 200 health training sessions in HIV/AIDS for its employees and their dependents. The company's family planning program offers all methods, and also includes an infertility clinic.

### **Company Information**

**Industry:** Industrial

**National or Multinational:** National

**Revenue (in \$ Millions):** 1,570

**Headquarters:** Mumbai, India

## 7. NIKE: SHAPE PROGRAM

### Activity Information

*Health Area:* General-Health, Safety, and the Environment

*Activity Reach:* Argentina, Brazil, Dominican Republic, Ecuador, El Salvador, Guatemala, Honduras, Peru, Thailand, Indonesia, Vietnam

[http://nikebiz.com/labor/toc\\_shape.shtml](http://nikebiz.com/labor/toc_shape.shtml)

In 1997, after publicized criticisms that Kathie Lee Gifford apparel was being manufactured under sweatshop conditions, other apparel and footwear manufacturers began developing “codes of conduct.” This was undertaken to ensure fair working conditions for workers, in compliance with ILO’s Core Conventions of Rights. Nike, which has probably received more public scrutiny than any other multinational, developed the SHAPE program (Safety, Health, People and Environment). The SHAPE program is distinctive because it is a measurement tool that allows Nike factories to rate their compliance with the code in comparison with other Nike factories. It is important to note that factories are under some form of occupational safety and health (OSH) compliance regulations, including the large numbers of SME subcontractors of global manufacturers, who are required by their own governments and the manufacturers to comply with OSH standards in the workplace.

### **Company Information**

**Industry:** Apparel

**National or Multinational:** Multinational

**Revenue (in \$ Millions):** 9,489

**Number of Employees:** 21,800

**Headquarters:** Beaverton, Oregon

**Year Company Founded:** 1964

<http://www.nike.com>

## 8. NIKE, GAP: GLOBAL ALLIANCE FOR WORKERS AND COMMUNITIES

### Activity Information

*Partners:* International Youth Foundation, World Bank, Planned Parenthood of Thailand, Thai Red Cross

*Health Area:* Reproductive Health/Family Planning, Nutrition

*Activity Reach:* Vietnam, Thailand, Indonesia

*Launched:* 1999

<http://www.theglobalalliance.org/>

The Global Alliance is a unique CSR program, as it involves gathering information, through personal interviews, from workers of Nike and Gap supplier factories in developing countries about their concerns and aspirations. The objective of the program is to help improve the quality of life of these workers by meeting their perceived needs in health and social services. The results of these interviews can be viewed on the Global Alliance website.

### **Company Information**

**Industry:** Apparel

**National or Multinational:** Multinational

**Revenue (in \$ Millions):** 13,674

**Number of Employees:** 166,000

**Headquarters:** San Francisco, California

**Year Company Founded:** 1969

<http://www.gapinc.com>

A large number of these factory workers are young women. The June 2000 Report from the Vietnam study indicated that more than 95 percent of the women surveyed wanted more information on preventive health, especially on reproductive health, nutrition, hygiene, and dental care. The Indonesia Report indicated that workers wanted sick leave and menstrual leave made available to them. In Thailand, Planned Parenthood of Thailand and the Thai Red Cross helped implement actionable recommendations from the workers survey, providing information, counseling and services to workers on reproductive health, family planning, nutrition and primary health care. By 2001, a total of 175,000 workers in the three pilot countries have received new health care and other social services in respond to their identified needs.

## **9. PHILIPPINE BUSINESS FOR SOCIAL PROGRESS (PBSP): HIV/AIDS IN THE WORKPLACE PROGRAM**

### **Activity Information**

*Partners:* Department of Labor and Employment (DOLE) and Department of Health (DOH)

*Health Area:* HIV/AIDS

*Activity Reach:* Philippines

*Launched:* 1997

PBSP was founded in 1970 as a private sector-led foundation with the goal of tackling the problems of poverty and social unrest at both the community and policy levels. Since PBSP's inception, its 300-plus social programs have benefited more than two million Filipino families. Today, it has more than 180 corporate members and has implemented programs in partnership with 1,000 international and local organizations. PBSP has now institutionalized its HIV Workplace Training program, which began on a small scale in 1997 in partnership with Levi Strauss. In 1999, PBSP began developing a program model (funded by the EU) to give local companies the necessary tools and know-how for developing their own customized HIV Workplace Program.

### **Company Information**

**Industry:** Association

**National or Multinational:** National

**Headquarters:** Manila, Philippines

**Year Founded:** 1970

<http://www.pbbsp.org.ph/>

## 10. RIO TINTO: KELIAN EQUATORIAL MINING (KEM) COMMUNITY PARTNERSHIPS

### Activity Information

*Partners:* WHO, Department of Health

*Health Area:* Primary Health Care

*Activity Reach:* Indonesia

[http://www.webworks.com.au/riotinto/brief\\_07.html](http://www.webworks.com.au/riotinto/brief_07.html)

KEM is Rio Tinto's open-pit gold mine joint venture with PT Harita Jayaraya in East Kalimantan. KEM has an extensive community relations program that includes providing clean water to villages, supporting the maintenance of schools and health clinics, providing education support packages to school children, and funding income generation projects. Through the Rio Tinto Foundation, KEM has helped to establish a mother/child health education program that has contributed to a measurable decrease in illnesses in KEM surrounding communities. In partnership with the WHO and the Indonesian Department of Health, the Foundation established a landmark TB treatment program, reducing the incidence of TB in the local communities. In addition, an agricultural training program was established to help the community grow cash crops to develop alternative income sources, in anticipation of the day when the mines would become unproductive.

### Company Information

*Industry:* Mining

*National or Multinational:* Multinational

*Revenue (in \$ Millions):* 9,625

*Number of Employees:* 34,000

*Headquarters:* Melbourne, Australia

*Year Company Founded:* 1873

<http://www.riotinto.com>

## 11. SAKAL PAPERS: COMMUNITY INVOLVEMENT PROGRAM

### Activity Information

*Partners:* Population Foundation of India, Mahila Mandals, Pariwar Mangal Trust

*Health Area:* Reproductive Health/Family Planning

*Activity Reach:* India

<http://www.esakal.com/info/aboutus.html>

Sakal Papers is a newspaper company with a strong commitment to corporate social responsibility, dating back to 1942 when it initiated the Sakal Relief Fund to help alleviate the then famine in Bengal. Today, the company plays an active role in 16 different activities ranging from providing a weekly news journal covering women's issues to being very involved in the Pariwar Mangal Trust (PWT), a Family Welfare NGO. PWT was founded by Sheela Padmanabhan in 1995. Sakal provided seed capital and administrative support to PWT. Sakal managers sit on the Board of Trustees of PWT.

### Company Information

*Industry:* Publishing

*National or Multinational:* National

*Headquarters:* Pune, India

*Year Company Founded:* 1932

<http://www.esakal.com>

## II.

## Other CSR Initiatives and Organizations

There are a large number of other initiatives and organizations involved in corporate social responsibility. CATALYST has selected a few of them that may be of interest to USAID health officers. This section describes several initiatives that do not directly address health at this time, but may have good prospects for the addition of health components in the future. These examples may be helpful for a broader understanding of existing opportunities for CSR partnerships. As in Part I, the summary of the activities does not include an appraisal by CATALYST of the quality or long-term impact of each initiative. At any rate, a significant number of them are quite new that they preclude an impact assessment at this time. Each summary presents basic information on the focus of the activity and on the host company or organization.

### 1. BUSINESS FOR SOCIAL RESPONSIBILITY (BSR): PROMOTING RESPONSIBLE BUSINESS

#### Activity Information

*Board Representation:* Liz Claiborne Inc., The Coca-Cola Company, Fetzer Vineyards, Ford Motor Company, La Constancia, S.A, McDonald's Corporation, Novo Nordisk A/S, Phillips-Van Heusen Corporation, Southern California Edison, Charles Schwab & Company

*Partnership Alliances:* Ethos Institute (Brazil), CSR Europe (Belgium), MAALA (Israel), Business in the Community (UK), Acción Empresarial (Chile)

*Activity Reach:* Global

<http://www.bsr.org/BSRCommunity/>

#### Organization Information

**Industry:** Association

**National or Multinational:** Multinational

**Headquarters:** San Francisco, California

<http://www.bsr.org>

With more than 1,400 member worldwide, BSR's mission is to advance corporate social responsibility by helping businesses achieve commercial success in ways that respect ethical values, people, communities, and the environment. BSR provides tools, training, advisory services, and collaborative opportunities in person, in print, and online that equip companies to implement socially responsible business practices that serve business goals.

## 2. AISEC: CSR STUDENT INTERNSHIPS

### Activity Information

*Area:* General-Youth Development

*Activity Reach:* Global

AISEC (Association Internationale des Etudiants en Sciences Economiques et Commerciales) is an international, Brussels-based, student exchange organization with offices in 83 countries, including India. AISEC India offers CSR traineeships for students, which involve consulting with NGOs and companies to promote CSR, assisting the International Business Leaders Forum in their research, or setting up a corporate CSR workshop to encourage companies to design their own CSR programs. In Hong Kong, students entered into a business plan competition aimed at making small and medium establishments more value-driven.

### Organization Information

**Industry:** Education

**National or Multinational:** National

**Headquarters:** Brussels, Belgium

<http://www.ai.aiesec.org/standard/link/>

## 3. AYALA: YOUTH DEVELOPMENT PROJECTS (CENTEX), PHILIPPINES

### Activity Information

*Partner:* Ayala Foundation-Philippines

*Area:* Youth Development

*Activity Reach:* Philippines

*Launched:* 1998

[http://www.ayalafoundation.org/centex/centex\\_aboutus.htm](http://www.ayalafoundation.org/centex/centex_aboutus.htm)

Ayala is one of the Philippines' largest corporate houses, with subsidiaries in many industries from food to electronics. Ayala's commitment to corporate social responsibility parallels that of the Tatas in India. The focus of Ayala Foundation programs is youth development and culture; for example, the Center of Excellence in Public Elementary Education (CENTEX), which offers first-rate education to children from poor communities. The program opened its door in 1998 to 75 kindergartners and now has grown to 400 students at two sites. CENTEX has its own set of CSR principles and program approaches, which include curriculum development, supplemental feeding, and computer laboratories. The Foundation is also a partner in Cisco's Networking Academy in the Philippines and in Bajaj's Family Welfare Program (see I.D. #5).

### Company Information

**Industry:** Multi-Industry

**National or Multinational:** National

**Revenue (in \$ Millions):** 660

**Headquarters:** Manila, Philippines

**Year Company Founded:** 1834

<http://www.ayala.com.ph/>



## 4. BRITISH PETROLEUM (BP): PIPELINE SCHOOLS PROJECT, AZERBAIJAN

### Activity Information

*Partners:* Local NGOs

*Area:* Community Development

*Activity Reach:* Azerbaijan

*Launched:* 1992

[http://www.bp.com/corp\\_reporting/social\\_perf/relationships/global\\_soc\\_inv/aspian\\_middle\\_east.asp](http://www.bp.com/corp_reporting/social_perf/relationships/global_soc_inv/aspian_middle_east.asp)

BP is the leading foreign oil producer in Azerbaijan. Since its independence from the Soviet Union in 1991, Azerbaijan has faced considerable economic, social, and environmental problems including the influx of tens of thousands of refugees. To support Azerbaijan's social development challenges, since 1992 BP has promoted several community, education, and cultural activities with local partners. Along two pipeline routes in North and West Azerbaijan, BP has developed its Pipeline Schools project to build relationships with the community and to provide information about the pipelines. BP provided educational materials and equipment for seven schools in 1999. Other initiatives include an "excellence in teaching awards" for teachers in Baku, a road safety program for 5-9 year old, and teaching materials for refugee children from Garabagh.

### Company Information

**Industry:** Petrochemical

**National or Multinational:** Multinational

**Revenue (in \$ Millions):** 148,062

**Number of Employees:** 107,200

**Headquarters:** London, United Kingdom

**Year Company Founded:** 1901

<http://www.bp.com/index.asp>

## 5. CISCO: CISCO'S NETWORKING ACADEMY (INFO TECHNOLOGY)

### Activity Information

*Partners:* World Bank, Children and Youth Foundation (IYF affiliate in the Philippines)

*Area:* Youth Development

*Activity Reach:* Global

*Launched:* 1998

<http://www.cisco.com/warp/public/3/asiapac/academy/program.html>

The Cisco Networking Academy Program teaches students to design, build, and maintain computer networks. Started in 1998, these valuable skills allow young people to move on to high-paying jobs as certified network technicians. Their success comes from a project design that was purposely made for replication or scale-up. The foundations of the initiative are the Cisco brand name, and the concept of young people developing certifiable skills through easy-to-apply e-learning training and tools. These training programs can be plugged into already existing training structures in universities, high schools, vocational schools, and telecenters. To date, 135,462 students have been enrolled in 7,167 academies in 128 countries.

## 6. COCA-COLA: COCA-COLA FOUNDATION, INDONESIA AND THE PHILIPPINES

### Activity Information

*Area:* General Education and Youth Development

*Activity Reach:* Indonesia, Philippines

*Launched:* Indonesia 2000, Philippines 1986

[http://www2.coca-cola.com/business/community/foundation\\_asia.html](http://www2.coca-cola.com/business/community/foundation_asia.html)

Coca-Cola organizes its international philanthropy programs through regional and country-specific Coca-Cola Foundations; each foundation has its own grants committee and a well-defined program of activities that can be supported by the company. The Coca-Cola Foundation of Indonesia supports social welfare and civic and community development projects with an emphasis on education. The Coca-Cola Foundation of the Philippines supports youth development and natural disaster relief for local communities.

### **Company Information**

**Industry:** Food

**National or Multinational:** Multinational

**Revenue (in \$ Millions):** 20,458

**Number of Employees:** 36,900

**Headquarters:** Atlanta, Georgia

**Year Company Founded:** 1886

<http://www.coca-cola.com/>

## 7. COCA-COLA: COCA-COLA INDIA

### Activity Information

*Partners:* Business and Community Foundation

*Area:* Community Development

*Activity Reach:* India

*Launched:* 2001

<http://www.bcfindia.org/bcfactivities2.html>

Coca-Cola called upon the Business and Community Foundation (IBLF affiliate in India), to help establish and coordinate Coca-Cola's community development initiative in Wada (Thana District near Mumbai), where Coca-Cola operates a bottling plant. IBLF was especially chosen by Coca-Cola to help the company in partnering with local NGOs that can work with the community in identifying its priority social needs, including health.

### **Company Information**

**Industry:** Food

**National or Multinational:** Multinational

**Revenue (in \$ Millions):** 20,458

**Number of Employees:** 36,900

**Headquarters:** Atlanta, Georgia

**Year Company Founded:** 1886

<http://www.coca-cola.com/>

## 8. COCA-COLA: LITTLE RED SCHOOLHOUSE, PHILIPPINES

### Activity Information

*Partners:* Local Communities

*Area:* General-Youth Development

*Activity Reach:* Community

*Launched:* 1998

<http://www2.coca-cola.com/business/community/schoolhouse.html>

Little Red Schoolhouse, a four-year project, is a Coca-Cola international school building initiative that also incorporates teacher training. This particular Little Red Schoolhouse in the Philippines built and equipped 50 schools for children, trained the teachers, and brought together teachers from other parts of the country to share skills and strategies for better learning and teaching. Parents and community associations were created to enable parents to provide their children with valuable support and be able to interface with the teachers.

### **Company Information**

**Industry:** Food

**National or Multinational:** Multinational

**Revenue (in \$ Millions):** 20,458

**Number of Employees:** 36,900

**Headquarters:** Atlanta, Georgia

**Year Company Founded:** 1886

<http://www.coca-cola.com/>

## 9. IBM: ILM SCHOOL PROJECT, PAKISTAN

### Activity Information

*Partners:* Local Communities

*Area:* Education

*Activity Reach:* Pakistan

*Launched:* 1998

<http://www-5.ibm.com/pk/ibm/corpcomm.html>

The ILM primary school project, initiated by IBM in 1998, is presently the largest primary school project undertaken by IBM in Pakistan. The project is aimed at providing primary education to the less privileged and to create employment opportunities for the youth of Pakistan, particularly women. The program develops community leadership for self-help programs, and encourages local community organizations to improve their community by promoting universal primary education.

### **Company Information**

**Industry:** Technology

**National or Multinational:** Multinational

**Revenue (in \$ Millions):** \$85,900

**Number of Employees:** 319,876

**Headquarters:** White Plains, New York

**Year Company Founded:** 1911

<http://www.ibm.com>

IBM introduced the ILM Primary School Project on a national scale. The project is solely funded by IBM Pakistan through its Corporate Social Responsibility Program. The project envisaged setting up primary schools, with the support of a local community organization willing to work for community development programs. IBM's role is to support the activities of the local community organizations financially and by training teachers.

## 10. INTERNATIONAL YOUTH FOUNDATION (IYF): YOUTH DEVELOPMENT PROGRAMS

### Activity Information

*Partners/Donors:* American Express, British Petroleum, Cisco, Deutsche Bank, Gap, Goldman Sachs, Kellogg, Kikkoman, Land O'Lakes, Lucent, Microsoft, Nike, Nokia, Shell, Texaco, Toshiba, Wrigley

*Area:* General-Youth Development

*Activity Reach:* Global

*Launched:* 1990

IYF is one of the world's largest public foundations seeking to improve the conditions and prospects for young people where they live, learn, work, and play. Created to bring worldwide resources to young people in need, IYF works with hundreds of companies, foundations, and civil society organizations to strengthen and "scale up" existing programs that are making a positive and lasting difference in young lives. IYF is an example of an organization that has been successful in partnering with the corporate sector on CSR activities. In addition to establishing the Global Alliance partnership with Nike and Gap, IYF has worked with Microsoft in Poland, Russia, Philippines, and South Africa to develop e-learning programs. Through its worldwide network of IYF affiliates and youth organizations in 44 countries, IYF invests millions of dollars each year in youth programs, reaching millions of young people. IYF is also one of the three co-convenors of the Global Program for Youth Development, a WB Business Partners for Development effort.

### **Company Information**

**Industry:** Foundation  
**National or Multinational:** Multinational  
**Revenue (in \$ Millions):** 20  
**Number of Employees:** 319,876  
**Headquarters:** Baltimore, Maryland  
**Year Company Founded:** 1911

<http://www.iyfnet.org/>

## 11. NOVARTIS: BIKASH - A RURAL WOMEN'S PROJECT IN BANGLADESH

### Activity Information

*Partners:* Local Communities

*Health Area:* Women's Empowerment

*Activity Reach:* Bangladesh

*Launched:* 1995

[http://www.foundation.novartis.com/women\\_bangladesh.htm](http://www.foundation.novartis.com/women_bangladesh.htm)

Novartis Foundation is not just a grants-giving entity; it also gets very involved in its activities, often choosing more challenging projects. Novartis also produces very frank evaluations of their activities and makes information available on these activities. In 1996, the Novartis Foundation began developing a women's project in Bangladesh aimed at improving women's quality of life through informal education, easing women's workload,

### **Company Information**

**Industry:** Pharmaceutical  
**National or Multinational:** Multinational  
**Revenue (in \$ Millions):** 40,789  
**Number of Employees:** 68,000  
**Headquarters:** Basel, Switzerland  
**Year Company Founded:** 1758

<http://www.novartis.com/>

mobilizing savings, and increasing employment. After unsuccessfully searching for the right NGO partner for the project, Novartis decided to set up its own NGO to implement its project. The project catchment area was in Faridbur Sadar Thana, consisting of 260 villages. Over 100 women's groups were formed, each having an average of 20 members. In the first two years, the project was successful in helping 2,500 women establish income-generating activities. However, in 2000, the project unfortunately was phased out because of administrative and financial difficulties.

## 12. THAI BUSINESS IN RURAL DEVELOPMENT (TBIRD): VEGETABLE BANK COMMUNITY DEVELOPMENT, THAILAND

### Activity Information

*Partners:* TBIRD, Population and Community Development Association (PDA), Bristol-Myers Squibb

*Area:* Community Development

*Activity Reach:* Thailand

*Launched:* 1991

<http://www.sli.unimelb.edu.au/pda/bristol.htm>

In 1991, TBIRD partnered with Bristol-Myers Squibb in income generation, nutrition, and community development efforts in Thailand. Together, TBIRD and BMS established the Vegetable Bank in the village of Nong Kok: 43 families participated in the program to build orchards and vegetable gardens in an irrigated parcel of land donated by the Thai government. BMS and TBIRD decided on the garden venture because fruits, vegetables, and spices sell more profitably in the local markets than staple crops such as rice or cassava. The Population and Community Development Association (PDA), TBIRD's founder, which had earlier established successful vegetable banks in other parts of Thailand, contributed its technical expertise in setting up irrigation systems. BMS's contribution for the venture with TBIRD consists of grant and loan funding for infrastructure construction and salaries for a full-time project coordinator. The community repays the loan from water user fees. BMS and TBIRD are planning to replicate the venture in other villages in Thailand. The Asian Institute of Management (AIM) is working on a project in the Philippines (PHIL-BIRD) that will replicate the TBIRD model of having companies adopt villages and for improving their agricultural production.

### Company Information

**Industry:** Pharmaceutical

**National or Multinational:** Multinational

**Revenue (in \$ Millions):** 18,200

**Number of Employees:** 44,000

**Headquarters:** New York, New York

<http://www.bms.com/landing/data/index.html>

### 13. UNOCAL: FRIENDSHIP TO COMMUNITY OUTREACH PROJECT, THAILAND

#### Activity Information

*Partners:* Government, NGOs, Educational Institutions

*Area:* Community Development

*Activity Reach:* Thailand

*Launched:* 1997

<http://www.unocal.com/pep/pepthai.htm>

#### Company Information

**Industry:** Petrochemical

**National or Multinational:** Multinational

**Revenue (in \$ Millions):** 8,914

**Number of Employees:** 6,800

**Headquarters:** El Segundo, California

<http://www.unocal.com/>

Unocal Thailand, a subsidiary of U.S. Unocal Corporation, has been engaged in petroleum and natural gas exploration and production in the Gulf of Thailand (Songkhla Province) for 38 years. It produces 30 percent of Thailand's energy. Unocal's vision is to be a partner in social progress in conjunction with the country's industrial development. In creating and implementing policies on corporate responsibility, it partners with the government, NGOs, and other businesses in activities involving the workplace, environment, community development, and human rights and ethics. A keystone activity is Unocal's "Friendship to Community" program, established in 1997, which introduced 11 different cultural, environmental, and educational activities in its first year. These include forestry conservation projects for students, a school/community recycling project, and family education programs on home safety, nutrition, and first aid. The program also helps strengthen local organizations and builds linkages between the private and public sectors. Initially, it reached about 4,000 people in many communities in Songkhla province; later, it expanded to other provinces. Unocal has supported the development of an independent Friendship to Community Foundation that will help to ensure the long-term sustainability of programs and activities.